

## The Relationship Between Self-Concept and Deception Behavior in Social Media Users at International College X

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### Abstract

*This study aims to determine the relationship between self-concept and deception behavior in social media users at International College X. The population in this study were students at International College X totaling 86 people. The method used for sampling to be used in the study was saturated sampling (census). The results of the validity test of deception behavior on the scale obtained 22 items that met the criteria as valid items and 10 items were declared invalid from a total of 32 items. The self-concept scale obtained 22 items that met the criteria as valid items and 14 items were declared invalid from a total of 36 items. Based on the results of the analysis of research data to test the hypothesis, the  $r$  value was obtained as 0.938 and the  $p$  value was 0.000, meaning  $p < 0.05$ , this means that there is a relationship between self-concept and deception behavior in social media users at International College X. So it can be concluded that there is a positive relationship between self-concept and deception behavior in social media users at Jakarta International College.*

**Keywords** | sensation seeking, conformity, decision making.

### INTRODUCTION

The Internet also changes the pattern of interaction between humans. Now humans can communicate without the barriers of time and place. In addition to being a means of communication, the Internet has now also become a means for humans to show their existence. The human need to exist is indeed very large. According to Maslow's theory, the human need to exist is ranked fourth among basic human needs (Plotnik, 2002, p. 333).

According to wearesocial.com, there are 3 billion (out of a total population of 7.5 billion in the world) people in the world who actively use social media, or active users. While internet users are 3.8 billion, more than half of the world's population.

Based on the above phenomenon, researchers are interested in knowing the relationship between sensation seeking and conformity with decision making in female smokers who switch to using vaporizers and formulate it in a study entitled "The Relationship between Sensation Seeking and Conformity with Decision Making in Early Adult Women Who Use Vaporizers in Bogor City". While the negative side, starting from internet addiction, and a crisis of self-confidence are things that are very common due to the development of social media. Not to mention privacy becomes very minimal and crime rates increase due to this. Social media is also often used as a medium for recruiting terrorist members. But the worst thing is how social media can greatly interfere with the psychological development of pre-teens and teenagers. There are not a few cases of cyberbullying on social media. There was a case recorded where a child committed suicide because he was bullied on social media. Social media also often causes teenagers to have an identity crisis.



Santrock revealed, in a national study that studied more deeply the habits of children and adolescents towards media (Rideout, Roberts, & Foehr, 2005). By surveying more than 2200 children and adolescents from the ages of 8 to 18 years, this study confirmed that the average teenager spends 6.5 hours a day with media and only 2.25 hours a day with parents, and only 50 minutes a day to do homework. In 2009, a similar study was conducted again and the numbers increased. The results showed that children aged 8-18 years use media on average 8 hours a day, starting from sending messages, listening to music through music applications, to watching videos on YouTube (2011, p. 455).

This certainly brings positive and negative things. The positive side is ease of communication, access to information, education, cheaper promotion costs for business people, etc. While the negative side, starting from internet addiction, and a crisis of self-confidence are things that are very common due to the development of social media. Not to mention privacy becomes very minimal and the crime rate increases due to this. Social media is also often used as a medium for recruiting terrorist members. But the worst thing is how social media can greatly interfere with the psychological development of pre-teens and teenagers. There is not a small number of cyberbullying on social media. There was a recorded case where a child committed suicide because he was bullied on social media. Social media also often causes teenagers to have an identity crisis.

An article published by the Washington Post, stated that most teenagers who get few responses or likes will delete their photos from social media. The number of likes, comments, and friends seems to show how popular or meaningful they are. So that many people tend to manipulate their social media image, starting from editing their faces when taking selfies, sorting their best photos, to sometimes exaggerating or even lying about their identity. This behavior is called Deception Behavior. According to Burgoon and Levine (2010), Deception Behavior is an action that is done intentionally to make others believe or believe something that is not in accordance with the facts or truth. Deception behavior can take many forms such as lying, putting on make up, deliberately giving misunderstandings, exaggerating, covering up, avoiding, tricking, eliminating, making something ambiguous or to camouflage something.

The author finds this phenomenon interesting to study. How honest are people when presenting themselves on social media? This honesty has a very broad scope. Starting from the photos they upload. Do they look for the best photos before uploading them? How many of them edit their photos first. In terms of the status or posts they write. Is it purely the result of their thoughts? Or just wise words that they copy and paste from others? Is there another purpose for every update they upload, such as wanting to show success, significant body changes, attract sympathy, seeking sensation for the sake of popularity.

Are people who engage in deception behavior people who are dissatisfied with themselves? Is there a relationship between deception behavior and each person's self-concept?

According to Harter (2002), self-concept is the total image of ourselves. The concept is what a person believes about who he really is and the overall picture of a person's abilities

and traits. This concept is a construction and a descriptive and evaluative system that presents the self.

To examine this, the researcher is interested in conducting research on the relationship between self-concept and deception behavior in social media users at International College X.

## **LITERATURE REVIEW**

### **Self Concept**

According to Harter, self-concept is the total image of ourselves, what someone believes about who he really is and the overall picture of one's abilities and traits. This concept is a construction and a descriptive and evaluative system that presents oneself (1996:207 included in the book Papalia, 2010:366).

According to Santrock (2012), self-concept refers to a person's evaluation of certain areas of themselves.

### **Self Concept in Cyber World**

Sherry Turkle (1995) was the first expert to suggest that there are differences in self-concept and identity in the real world (offline) and the cyber world (online). In her book "The Second Self", she states that the internet provides an opportunity for everyone to reinvent themselves, in other words, to become a different person.

### **Deceptive Behavior**

Deception Behavior is an act done intentionally to make someone believe something that is not true (Carson, 1995). Lies are usually verbal, while deception can be done in many ways, both verbal and non-verbal. X is said to be doing deception behavior if he makes someone believe something that X believes is not true.

## **METHOD**

The researcher used a scale for collection with 2 scales used (Self-Concept Scale & Deception Behavior). The analysis method used by the researcher was the bivariate correlation technique. Testing of both variables was carried out using the SPSS version 15.0 for Windows program with a significance level of 5%.

## **RESULTS AND DISCUSSION**

The population used by the researcher was 86 students of International College X who used social media majoring in communication and business, pathway program to Monash University. The sampling technique used by the researcher was saturated sampling. The number of research samples was 86 students of International College X. business and communication major, pathway program to Monash University.

The research data analysis was conducted to determine whether or not there is a relationship between self-concept and deception behavior in social media users at International College X. In accordance with the research objectives, data analysis was



conducted using bivariate correlation using statistical software, namely the SPSS program version 22.0 for Windows.

Based on the results of the analysis of research data to test the hypothesis, the  $r$  value was obtained at 0.938 and the  $p$  value at 0.000 means  $p < 0.05$ , this means that there is a relationship between self-concept and deception behavior in social media users at International College X accepted. So it can be concluded that there is a relationship between deception behavior and self-concept in social media users at International College X. Which is significant and negative, meaning that the better the student's self-concept, the lower the deception behavior. Based on the normality test using the Shapiro-Wilk table, the deception behavior scale has a value of  $p = 0.000$ , meaning  $p < 0.05$ , the deception behavior scale is included in abnormal while the self-concept scale has a value of  $p = 0.000$ , meaning  $p < 0.05$ , the self-concept scale is included in abnormal. The results of the categorization of the self-concept scale got a mean finding value of 63.5, so it is included in the moderate level categorization and the deception behavior scale got a mean finding value of 64.5, so it is included in the moderate level categorization.

## CONCLUSION

Based on the results of the analysis of research data to test the hypothesis, the  $r$  value was obtained at 0.938 and the  $p$  value at 0.000 means  $p < 0.05$ , so there is a relationship between deception behavior and self-concept in social media users at Jakarta International College. The better the self-concept of students, the lower the deception behavior will be for them. This is in accordance with the opinion put forward by Rogers, Self-concept refers to how we describe ourselves. The self-concept includes self-perception, abilities or abilities, personality character, and behavior that is regular and in line with others.

According to Sonja UTZ (2008), deception behavior in cyberspace can be divided into four. The first is changing gender and identity. Changing gender means a man pretending to be a woman, or vice versa. Sonja wrote that according to Whitty (2006), 28% of men who interact in cyberspace lie about their gender.

The second is deceiving physical appearance. Deceiving physical appearance is intended to display more attractive physical characteristics such as a thinner, more charming and richer appearance. Cornwell and Lundgren (2001) wrote that according to their study, 28% of all people who have romantic relationships in the cyber world have represented their physical appearance incorrectly, such as editing or editing their hair color, weight, and health status.

The fourth is covering up one's identity, which can be done by using a false or fake name, as well as stealing someone's identity and pretending to be that person.

Lastly according to Sonja (2008) is Troll. Troll is a bad intention or manipulation for example joining a chat group to provoke or give wrong opinions and advice, spread hoaxes, slander, to cheat or hack. Then based on the results of the deception behavior scale categorization, the mean finding value was 64.5, so it is included in the moderate level category and the self-concept scale got a mean finding value of 63.5, so it is included in the moderate level category.

Based on the research results above, it can be concluded that the self-concept of International College X students who are in the "moderate" category has a significant and negative relationship with deception behavior in International College X students who are classified as "moderate".

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