RESEARCH ARTICLE

THE ROLE OF LIFESTYLE IN MEDIATING THE EFFECT OF USING SOCIAL MEDIA ON SELF-CONCEPT IN STUDENTS FROM TIMOR LESTE IN DKI JAKARTA

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Manuscript Info

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Abstract

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Advances in technology today have a significant impact on everyday life. Many people think of the use of technology as the creation and application of instruments, devices, materials, and methods that assist people in solving problems. This research was conducted with the aim of looking at the effect of using social media on self-concept with lifestyle as a mediating variable for students from Timor Leste in DKI Jakarta. The population in this study were students from Timor Leste who were in Jakarta, with a sample of 50 respondents. The data analysis method used is the structural equation model (SEM) using the SmartPLS version 3.2.9. The results of the study found that the use of social media had a positive and significant effect on the lifestyle of students from Timor Leste in Jakarta. Then it was also found that lifestyle has a positive and significant influence on the self-concept of students from Timor Leste in Jakarta. Finally, it is known that lifestyle is able to mediate the effect of using social media on the self-concept of students from Timor Leste in Jakarta.

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Introduction:-

Advances in technology today have a significant impact on everyday life. Many people think of the use of technology as the creation and application of instruments, devices, materials, and methods that assist people in solving problems. One of the rapidly developing technologies today is information technology. Everyone can get information anytime and from anywhere. The availability of the internet facilitates access to information sources that are spread all over the world. The internet has been used to obtain various information or references related to the teaching and learning process. Internet users can easily get and understand the information provided, they can even become active participants in the information processing process. The We Are Social report notes that the number of internet users in Indonesia reached 212 million in January 2023. This means that around 77% of Indonesia's population has used the internet. The following is a graph of internet users in Indonesia from 2012 to 2023.

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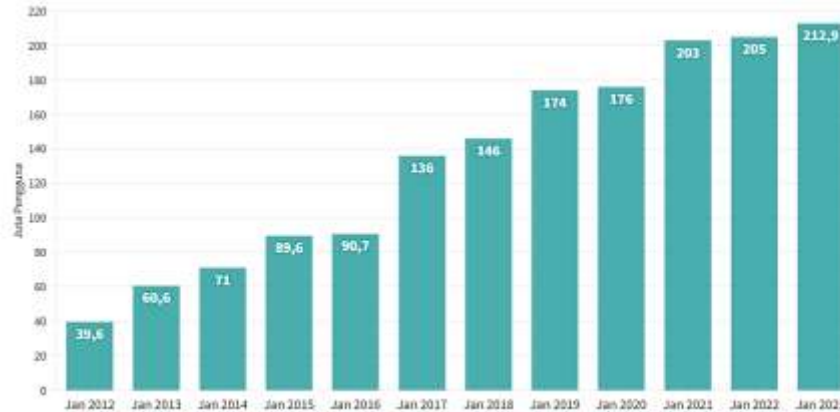
Source: We Are Social (2023).
Figure 1:- Number of Internet Users in Indonesia (2012-2023)

Based on the We Are Social report, Indonesia has 212.9 million internet users as of January 2023. This shows that around 77% of Indonesians use the internet. When compared to the same month the previous year, internet users increased by 3.85% in January 2023. In January 2022, internet users in Indonesia will reach 205 million people. As a result of this trend, the number of internet users in Indonesia continues to grow from year to year. In contrast, internet users in Indonesia increased in 2017.

Human efforts in forming a relationship with entities outside themselves often involve a means or media. One of the impacts of today's technological breakthroughs is social media. Users can easily participate and exchange information on social media, which is a kind of online media, through social networks and cyberspace. Social media, also known as online media, develops social relationships through web-based technologies and has the potential to change interpersonal and even collective methods of communication. Interpersonal communication can now be done online or face to face thanks to social media. As a result of today's social media, the paradigm, and style of communication have shifted. One of the many countries that have used social media is Indonesia. One illustration of how social media is increasingly being used in Indonesia can be seen in the graph below:
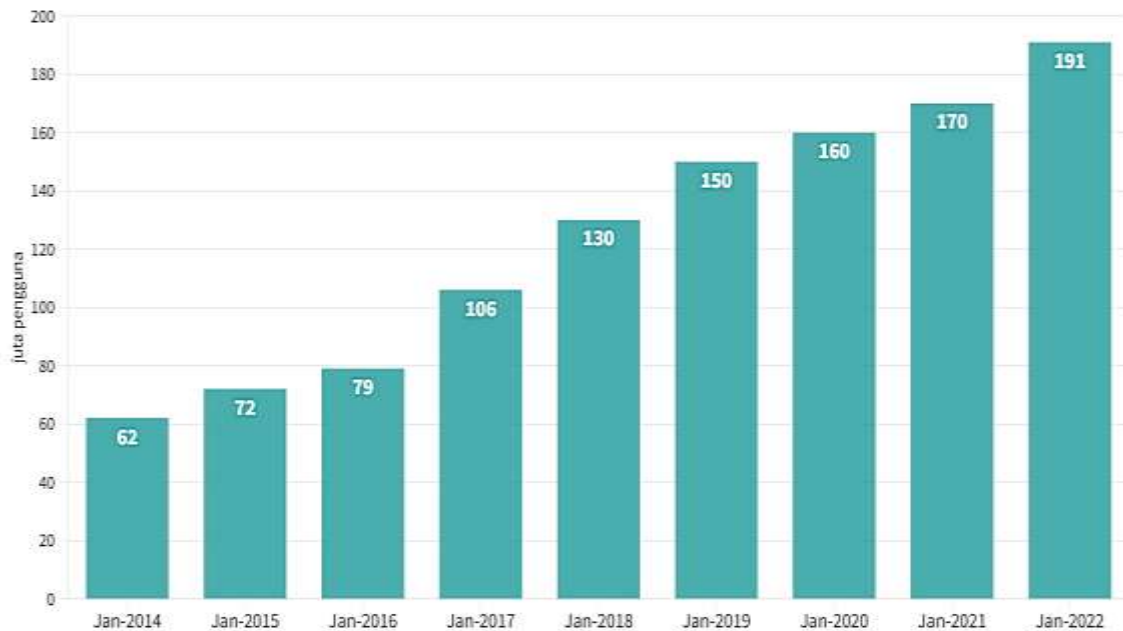
Source: We Are Social (2023)
Figure 2:- Number of Active Social Media Users in Indonesia (2015-2022).

In Indonesia, there are 191 million active social media users as of January 2022. This number has increased by 12.35% compared to the previous year which reached 170 million people. The number of social media users in Indonesia continues to increase every year according to the trend. However, between 2014 and 2022, growth will vary. The biggest growth in social media users in 2017 was 34.2%.

Every user group and stakeholder now have new opportunities to learn, find common interests, voice and share ideas and demands, organize and coordinate economic, social, and political interventions thanks to the influence of social media as a tool (online tool) (Hoffmann et al., 2014). Currently, there are 4.125 students from Timor spread across various universities in Indonesia (Kaha, 2022). For students, the need to interact with other people outside their family environment is very large, especially the need to interact with their peers. It aims to understand the individual or interlocutor, and the process of giving and receiving information simultaneously between the communicator and the communicant. Due to geographical and time constraints, students from Timor Leste studying in Indonesia consider social media as a platform that can help self-identification. Through social media, students also have access to online communities that offer opportunities for social interaction with others and feedback about themselves (Guzzetti, 2006). Feedback and self-evaluation from the virtual world community are considered important for individuals to be used as a guide to shape their self-concept and lifestyle.

A person's self-concept is reflected in his consumption habits. The developed self-concept has the potential to change, but it will be more difficult. The change will occur if the circumstances and environmental conditions surrounding the individual accept these changes (Felita et al., 2016). Someone with a bad self-concept keeps trying to make himself look better in the eyes of others, which can lead to consumptive behavior. Self-concept is not intrinsic; rather it is generated by the person through contact with the environment and reflection of that interaction (Bharathi & Sreedevi, 2016). In addition, there is a lifestyle that cannot be separated from the times and technology. Backhaus et al. (2011) defines lifestyle as the way we do, have, use, and display behavior. Lifestyle is closely related to consumption and influences consumption levels and patterns. Lifestyles change slowly at a normal rate, but globalization accelerates these changes, especially in the middle class, due to the openness of media and information (Zhang et al., 2009). A person's lifestyle reflects his pattern of life, as expressed in his activities, interests, and attitudes. If one uses the notion of lifestyle properly, it helps to understand changing consumption values and how these values influence consumer behavior.

Previous research found that the use of social media has an effect on self-concept, so it is suggested that the use of social media be done with self-control. Furthermore Karmila et al. (2018) in his research revealed that social media has a contribution of 14.9% to the consumptive lifestyle of students, meaning that the use of social media can change the consumptive lifestyle of students. Wimona & Loisa (2022) found the same results, where social media influences individual mindsets which will later influence individual perceptions of their own self-concept. However, the research conducted by Khaidir (2023) found different results, the impact of social media on the development of self-concept in students consists of two, positive and negative. Positive self-concept in the form of increasing self-confidence, recognizing self-potential, being innovative, controlling emotions, and being tolerant. Meanwhile, negative self-concepts such as being humble, pessimistic, and often comparing failure with other people's achievements.

The Theoretical Framework
In explaining the problems in self-concept research using the theory of self-mirror (looking glass self) from Charles Horton Cooley. The term looking-glass self was first introduced by Cooley (2017), refers to the dependence of one's social self or social identity on one's appearance to others. The ideas and feelings that people have about themselves, their self-concept, or self-image are developed in response to their perceptions and internalization of how others perceive and evaluate them (Chandler & Munday, 2011). This is supported by the idea that a person's socialization context allows them to define themselves. The looking glass self states that a person's self grows out of one's social interactions with others. Our self-view comes from contemplating personal qualities and impressions of how others see us.

Self-concept is a picture that a person has about himself, which is formed through experiences gained from interactions with the environment (Masela, 2019). Furthermore, self-concept according to Aryani & Reniati (2023) is a depiction of feelings and individual self-identity obtained from the results of the socialization process. Self-concept is a part of symbolic interactionism, where this symbolic interactionism is intended as a theory of individual meaning from the results of social processes (interaction, communication and socialization) and creates meaning

collectively. A positive self-concept has the urge to recognize and understand more about the personal self where a person can accept himself as he is and is able to better recognize himself as a whole. Meanwhile, negative self-concepts in several categories of attitudes indicate that there is the formation and development of negative self-concepts through activities and interactions on social media such as being sensitive to criticism, very responsive to praise, hypercritical attitudes towards others and being pessimistic (Khaidir, 2023).

Social media is a form of communication that can be done in a way that is not face to face but online. The use of social media is a process or activity carried out by someone using an application on social media via a smartphone that can be used to communicate. Social media applications currently provide a platform for people to socialize with each other without having to meet and communicate efficiently (Chandra Kusuma & Oktavianti, 2020). Social media seeks to fulfill individual motives in using mass media, individual needs will be fulfilled if the motives of the individuals have been fulfilled. So that effective media is media that is able to meet individual needs. Media users have free will to decide how they will use the media and how it will affect them. The results of Soraya (2019) Research, show that the use of Instagram social media affects student lifestyles. Similar research was also conducted by Sahensah (2023), in his research it was found that social media has a significant effect on consumptive lifestyles.

H1: The use of social media has a significant effect on lifestyle

Self-concept affects the way a person views himself. Usually, self-concept arises when we are communicating with other people, we develop ourselves with the views of others. When we interact with other people, we understand their view of us. This process starts with family, closest people, and friends. Through social media, adolescents have an online community that provides opportunities for adolescents to interact socially with other people and get feedback about themselves from the community (Guzzetti, 2006). The lifestyle that a person chooses can reflect their values, interests, and preferences, and can be an important part of their identity. However, it is important to note that a person's self-concept is also influenced by other factors such as life experiences, interpersonal relationships, and internal factors such as self-confidence and self-perception. Like social media, which has become a phenomenon that transforms the interaction and communication of every individual around the world (Hayati, 2018). These technological advances have made it easy to interact without any boundaries of time, place, age, status, gender, education, ethnicity, and so on. So that anyone can freely interact with each other on social media. This freedom has an impact on the development of the self-concept of active users of social media. With the advancement of internet technology as well as the proliferation of communication features that can be accessed by anyone, anywhere and anytime, it has played a role in the formation of the self-concept of children who are active social media users.

H2: Lifestyle has a significant effect on self-concept
H3: Lifestyle mediates the effect of using social media on self-concept

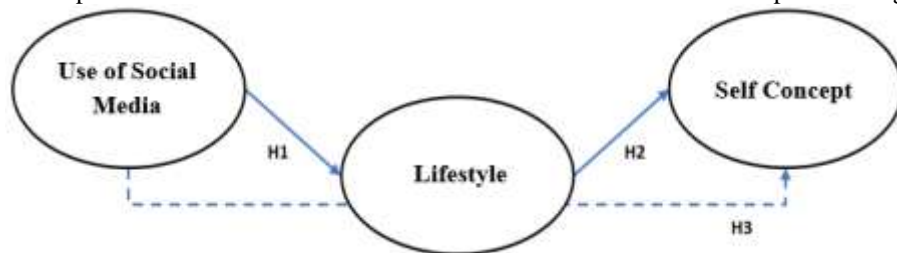**Figure 1:-** Depicts the research framework based on the theoretical review and previous arguments.

Figure 3
Research Framework
Research Methods:-
The research method used is quantitative and is a causality study. Causal studies can be used to evaluate the effects of specific changes to existing standards, processes, and so on. Sekaran & Bougie (2016) adds that causal studies are carried out to explain one or more factors that cause problems. The population in this study were students from East Timor residing in Jakarta. The sampling technique for determining the data to be examined is non-probability sampling. The guideline for determining the sample size for SEM in this study uses the Maximum Likelihood Estimation method, with a recommended minimum sample size of 50 respondents. The data collection technique in

this study used a questionnaire that was compiled based on the indicators of the research variables. This research also uses secondary data in the form of literature studies, journals, books, and other supporting data related to this research.

The data analysis method used is the structural equation model (SEM), which allows the evaluation of various relationships and user relationships to interpret measurement errors during the evaluation process (Hair et al., 2014). In this study, the SmartPLS software version 3.2.9 is the program used to analyze research data and hypotheses.

Results And Discussion:-

Testing the data analysis requirements in this study was obtained from the calculation results of the PLS algorithm which showed the value of the loading factor or outer loading to determine convergent validity, cross loading to determine discriminant validity, composite reliability, Cronbach's alpha and AVE (Average Variance Extracted) value to determine reliability.

Table 1:- The value of the Research Variable Loading Factor.

Variable	Indicator	Loading Factor Value	Condition	Description
Use of Social Media	MS1	0.728	> 0.7	Valid
	MS2	0.726	> 0.7	Valid
	MS3	0.801	> 0.7	Valid
	MS4	0.767	> 0.7	Valid
	MS5	0.773	> 0.7	Valid
	MS6	0.818	> 0.7	Valid
	MS7	0.826	> 0.7	Valid
	MS8	0.810	> 0.7	Valid
	MS9	0.861	> 0.7	Valid
	MS10	0.785	> 0.7	Valid
Lifestyle	GH1	0.753	> 0.7	Valid
	GH2	0.728	> 0.7	Valid
	GH3	0.741	> 0.7	Valid
	GH4	0.720	> 0.7	Valid
	GH5	0.781	> 0.7	Valid
	GH6	0.787	> 0.7	Valid
Self Concept	KD1	0.860	> 0.7	Valid
	KD2	0.791	> 0.7	Valid
	KD3	0.812	> 0.7	Valid
	KD4	0.791	> 0.7	Valid
	KD5	0.832	> 0.7	Valid
	KD6	0.761	> 0.7	Valid
	KD7	0.805	> 0.7	Valid

Source: Results of Data Processing with SmartPLS 3.2.9 (2023)

It is known that all loading factor values of each indicator used to measure all variables are above 0.7. This proves that all the indicators used to measure social media usage, lifestyle, and self-concept variables are valid or have met convergent validity. Therefore the decision of the researcher is to include all the indicator points for each variable.

Table 2:- Results of AVE (Average Variance Extraction) from the Research Model.

Variable	AVE Value
Use of Social Media	0.625
Lifestyle	0.566
Self Concept	0.653

Source: Results of Data Processing with SmartPLS 3.2.9 (2023)

The results of discriminant validity testing which was carried out by looking at the AVE value can be explained that the variables of social media use, lifestyle, and self-concept seen in Table 2 shows the AVE value of the research

model for all variables has a value above 0.5 so that the AVE value for testing discriminant validity is fulfilled for further testing. Thus, the discriminant validity test has been fulfilled as well as the convergent validity test.

Table 3:- Composite Reliability Results from the Research Model.

Variable	Composite Reliability
Use of Social Media	0.943
Lifestyle	0.886
Self Concept	0.929

Source: Results of Data Processing with SmartPLS 3.2.9 (2023).

The composite reliability value of the research model shows that each variable has a composite reliability value above 0.7 with the lowest value being 0.886 from the lifestyle variable and the highest value being 0.943 from the social media usage variable. From these results, it can be concluded that the research model meets the value of composite reliability.

Tabel 4:- Resultof *Cronbach's Alpha*.

Variabel	*Cronbach's Alpha*
Use of Social Media	0.935
Lifestyle	0.847
Self Concept	0.912

Source: Results of Data Processing with SmartPLS 3.2.9 (2023).

The Cronbach's alpha value from the research model shows that each variable has a Cronbach's alpha value above 0.6 with the lowest value of 0.847 from the lifestyle variable and the highest value of 0.935 from the social media use variable. From these results it can be concluded that the research model meets the value of Cronbach's alpha.

Model Structural Testing
Determination Coefficient Test/R Square (R²)
The coefficient of determination aims to measure how far the model's ability to explain the variance of the dependent variable. The value of the coefficient of determination is between 0 and 1. The value of the coefficient of determination (R^2) is close to 1. The value of R-Square (R^2) explains how much the hypothesized independent variables in the equation are able to explain the dependent variable.

Table 5:- Test Results for the Coefficient of Determination.

Variable	R Square Value
Self Concept	0.380

Source: Results of Data Processing with SmartPLS 3.2.9 (2023).

The relationship between constructs based on the R-square value can be explained by the R-square value on the investment intention variable which is 0.380. This indicates that 38% of the self-concept variable can be influenced by the use of social media and lifestyle.

Hypothesis Testing
The t-statistic value is employed in this study's hypothesis testing; hence, for = 5%, the t-statistic value used is 1.96. As a result, if the t-statistic is greater than 1.96, the hypothesis is accepted and the hypothesis is rejected. The path coefficient output from the boostrap resampling results is examined to evaluate the hypotheses:

**Table 6:-** Results of Path Coefficient, t-Statistics, and P-Values.

	Original Sample	T Statistics	P-Values	Conclusion
Use of Social Media→ Lifestyle	0.406	2.296	0.022	H1 Accepted
Lifestyle → Self Concept	0.617	9.737	0.000	H2 Accepted
Use of Social Media→ Lifestyle → Self Concept	0.250	2.068	0.039	H3 Accepted

Source: Results of Data Processing with SmartPLS 3.2.9 (2023)

The results of the T test can be concluded as follows:

H1: It is known that the Original Sample value is 0.406 with a T Statistics value of 2.296 (> 1.64) and a p-value of 0.022 (<0.05). These results prove that H1 is accepted, and it can be concluded that the use of social media has a positive effect on lifestyle.

H2: It is known that the Original Sample value is 0.617 with a T Statistic value of 9.737 (> 1.64) and a p-value of 0.000 (<0.05). These results prove that H2 is accepted, and it can be concluded that lifestyle has a positive effect on self-concept.

H3: It is known that the original sample value is 0.250 with a T statistic value of 2.068 (> 1.64) and a p-value of 0.039 (<0.05). These results prove that H3 is accepted, and it can be concluded that lifestyle has an effect in mediating the use of social media on self-concept.

Partial Least Square (PLS) to determine the full effect of exogenous variables on endogenous variables can be seen in Figure 4.
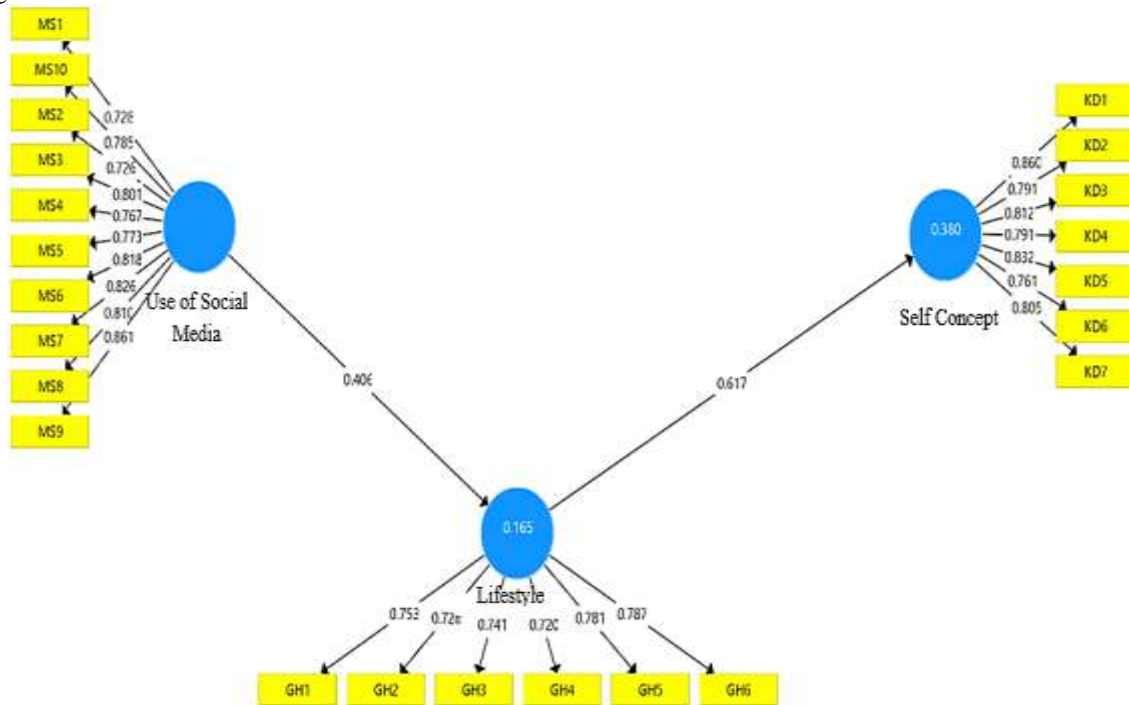
Source: Data Processing 2022.
Figure 4:- Path Diagrams

Discussion:-
The Effect of Using SocialMedia on Lifestyle
The results of the first hypothesis test explain that social media has a positive and significant effect on lifestyle. The presence of the internet is one of the things that has become a media revolution at this time. Social media greatly influences audiences to meet the needs of their lives, especially in the form of behavior. As stated by Katz, Blumler, and Gurevitch in the uses and gratifications theory, that users take an active part in the communication process and are oriented towards their use of media. Through social media students from Timor Leste in this study can communicate with all friends and family without being constrained by significant problems. These results are in line with Triananda et al. (2021) research, which found that social media has an effect on changes in adolescent lifestyles. Karmila et al. (2018)in their research described that social media has an effect on lifestyle. The influence of social media as a tool (online tool) provides new opportunities for young citizens/students and stakeholder groups to inform, identify common interests, express, and share opinions.

The results of the second hypothesis test explained that lifestyle has a positive and significant effect on self-concept. Student lifestyle can be influenced by the social environment and interactions with other people. Social norms and

expectations in a particular group or society can influence the way a person chooses his lifestyle. This can also affect a person's self-concept, because they may feel the need to conform to existing expectations and standards. Self-concept is not innate but is developed by the individual through interaction with the environment and reflecting on that interaction. This aspect of self-concept is important because it shows that it can be modified or changed. Self-concept is not innate but developed or constructed by individuals through interaction with the environment and reflecting on that interaction. Students with a positive self-concept will more easily avoid the negative influences of the modernization era such as a bad lifestyle. Brilliandita & Putrianti (2017)revealed that the negative relationship between self-concept and the hedonistic lifestyle in female students is accepted, meaning that the lower the self-concept, the higher the tendency for a hedonistic lifestyle.

The results of the third hypothesis test explained that lifestyle has an effect in mediating the use of social media on self-concept. This means that the use of social media can affect lifestyle, which in turn affects a person's self-concept. Lifestyle can act as a mediating variable that links the use of social media with students' self-concept. In this case, lifestyle acts as a bridge between the use of social media and changes in student self-concept. For example, intense use of social media can influence student lifestyles by changing their preferences, interests, or values. These changes in lifestyle can then affect how they perceive and define themselves. Based on the results of the analysis that has been done by Khansa & Putri (2021) concluded that most students agree that social media is an important thing in their lives so that the lifestyle of students in this study is influenced by the use of social media.

Conclusion:-
Based on the analysis and discussion, as well as the results of the tests that have been carried out in this study, it shows that the use of social media has a positive and significant effect on the lifestyle of students from Timor Leste in Jakarta. Lifestyle has a positive and significant effect on the self-concept of students from Timor Leste in Jakarta. Furthermore, lifestyle is able to mediate the effect of using social media on the self-concept of students from Timor Leste in Jakarta. Thus all the hypotheses in this study can be accepted or all the relationships in this study have a positive and significant effect. These results reflect that lifestyle mediates the effect of using social media on self-concept in students from Timor Leste in Jakarta. Therefore, it is suggested for students to maintain self-awareness and avoid unhealthy comparisons in terms of using social media. Oftentimes social media can create feelings of inadequacy or dissatisfaction with one's own life. Setting boundaries, maintaining balance, and prioritizing Mental and emotional health are also keys to using social media in a healthy and positive lifestyle. Furthermore, students are also advised to set healthy boundaries in lifestyle, including the use of social media, work time, and other commitments. Having clear boundaries can help you maintain balance and keep you focused on the important aspects of your life.

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