

The Influence of Self-Disclosure and Social Media Addiction on Social Anxiety in Emerging Adults Users of Instagram Close Friend Feature

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Abstract

This study aims to examine the effect of self-disclosure and social media addiction on social anxiety in emerging adult users of Instagram's close friends feature among students in Semarang, in accordance with the formulation of the problem which aims to determine whether the two independent variables have a significant effect on the dependent variable. This study uses a quantitative method and a sample of 176 students, the study collected data through an online questionnaire (google form) with a Likert scale and analyzed using multiple linear regression. The results show that social media addiction has a significant effect on social anxiety ($p < 0.05$, coefficient 0.5138), while self-disclosure does not have a significant effect, with the majority of respondents in the moderate category to the third variable. This study proves that social media addiction has an important role in increasing social anxiety in emerging adults in the digital era, contributing to understanding the psychological dynamics of social media users.

Keyword: self-disclosure, social media addiction, social anxiety, close friend

Abstrak

Penelitian ini bertujuan menguji pengaruh *self-disclosure* dan *social media addiction* terhadap *social anxiety* pada *emerging adult* pengguna fitur *close friend* Instagram di kalangan mahasiswa Semarang, sesuai dengan rumusan masalah yang diajukan untuk mengetahui apakah kedua variabel independen tersebut berpengaruh signifikan terhadap variabel dependennya. Penelitian ini menggunakan metode kuantitatif dan sampel 176 mahasiswa, penelitian mengumpulkan data melalui kuesioner *online* (*google form*) dengan skala likert dan dianalisis menggunakan regresi linear berganda. Hasil menunjukkan bahwa *social media addiction* berpengaruh signifikan terhadap *social anxiety* ($p < 0.05$, koefisien 0.5138), sementara *self-disclosure* tidak memiliki pengaruh signifikan, dengan mayoritas responden berada pada kategori sedang untuk ketiga variabel. Penelitian ini terbukti *social media addiction* memiliki peran penting dalam meningkatkan *social anxiety* pada *emerging adult* di era digital, memberikan kontribusi dalam memahami dinamika psikologis pengguna media sosial.

Kata Kunci: *self-disclosure, social media addiction, social anxiety, close friend*

INTRODUCTION

Social media has changed the way people communicate and interact with each other, especially among emerging adults (Mustafa & Akram, 2022). Emerging adults are people in the age range of 18 to 29 years old who are undergoing a transitional period in their lives. This period is characterized by the process of finding identity, understanding oneself, and developing more complex social relationships (Tao & Ellison, 2023). Widya Henisaputri (2022) explains that social media can influence individuals, especially adolescents to

adults, in shaping the way they communicate and adapt. In the midst of the proliferation of social media use as an inseparable part of everyday life, so researchers are interested in knowing how social media platforms affect mental health, especially social anxiety or social anxiety (Khalaf et al., 2023).

Recent studies have revealed a complex relationship between social anxiety (social media addiction) and self-disclosure. Sharing personal information with others can impact a person's level of social anxiety (Altuwairiqi et al., 2019). Individuals who are highly self-conscious and worried about the judgment of others often use social media to control the impression they present, but this can actually increase their social anxiety (Mustafa & Akram, 2022). In addition, the increased use of visual content, such as photos and videos on social media platforms can increase concerns about appearance and encourage self-monitoring behaviors, ultimately contributing to the emergence of social anxiety (Lopez & Polletta, 2021).

In addition to self-disclosure, social media addiction is one of the factors that can increase the risk of social anxiety (Vannucci et al., 2017). Emerging adults are more prone to social anxiety and unhealthy patterns of social media use, they are at risk of getting caught in a cycle of excessive social media use, which can lead to fewer social interactions and an increase in their social anxiety in real life or the real world (Worsley et al., 2018). Social anxiety can be exacerbated by individuals who use social media obsessively and compulsively as they seek validity and social acceptance. They can also face difficulties in establishing significant face-to-face relationships (Khalaf et al., 2023).

Given this phenomenon, it is important to explore how the dynamics of self-disclosure and social media addiction can affect the level of social anxiety in emerging adults. The "Close Friends" feature on Instagram is an interesting medium to research because it allows users to share more personalized and limited content. The use of this feature reflects the need for a safe space to express oneself, but it can also reinforce compulsive behavior in using social media. Therefore, this study aims to determine whether there is an influence between self-disclosure and social media addiction on social anxiety in emerging adults who use the Close Friends feature on Instagram, especially among students in Semarang City.

Social Anxiety

Social Anxiety Disorder (SAD) is described as a real and lasting fear of one or more social situations. In these situations, a person is faced with strangers or feels observed by others (Radtke et al., 2020). People with SAD experience anxiety because they are worried that they will be humiliated or insulted as a result of their perceived poor social behavior (Langer et al., 2019). Social anxiety, also referred to as "social terror", refers to the unpleasant feelings of anxiety that a person feels when faced with situations of interacting with others, whether real or imagined (Scott et al., 2018). Social anxiety can be understood as a set of negative self-talk in the context of social interactions. Excessive fear of negative judgment by others in the context of social interactions is a hallmark of social anxiety (Lin et al., 2019).

Enez Darcin et al. (Enez Darcin et al., 2016) define social anxiety as a psychological condition that impacts a person's interactions with the surrounding environment. Individuals who experience social anxiety tend to avoid direct communication and are more comfortable using other communication alternatives. They often choose to interact through mobile devices, seen as safer and able to minimize the anxiety they experience when dealing with other people directly. Social anxiety usually emerges during adolescence. If not handled properly, this condition can continue into adulthood and become a chronic problem that has a significant impact on a person's life (Radtke *et al.*, 2020). Meanwhile, according to the Association (2000) social anxiety can be described as a condition in which a person experiences real fear and anxiety towards one or more social situations that involve interaction with other people. In social anxiety, individuals feel worried about being judged or evaluated by those around them.

So it can be concluded that social anxiety is a condition in which a person experiences real fear and anxiety towards social situations that involve interaction with other people. People with social anxiety worry about being judged or evaluated negatively by those around them, thus avoiding social contact. This condition usually appears during adolescence and can continue into adulthood if not treated properly.

La Greca & Stone (1993) identified three main aspects of social anxiety, namely: (1) Social Fear of Negative Evaluation, Rodebaugh & Heimberg (2005) explain that individuals with high levels of fear of negative evaluation will worry about other people's judgment of them. (2) Social avoidance and distress towards other people and situations that are new or with unfamiliar people. According to La Greca & Stone (La Greca & Stone, 1993) social avoidance and distress in new situations refer to a state where individuals feel nervous and do not understand the reasons why they react this way when interacting with others. (3) Social avoidance and distress experienced with familiar people or in general. Social avoidance and distress felt in general can describe an individual's ability to build social relationships.

Liebowitz (1987) states that social anxiety can be divided into two aspects: (1) Performance anxiety is anxiety that arises when someone feels their performance is being judged by others. People who experience performance anxiety tend to feel anxious when they have to show their abilities in public. (2) Social anxiety is anxiety that a person experiences when interacting with other people in a social environment. People who suffer from social anxiety are anxious and worried when they have to socialize. They are afraid of being viewed negatively by the people around them. According to Durand & Barlow (2006) there are three factors that can affect social anxiety: (1) Biological and psychological factors: anxiety or a tendency to be socially inhibited can be inherited. (2) Panic experience conditioning: in certain social situations, a person may experience unexpected panic attacks. (3) Social trauma: trauma that occurs in a social environment can cause anxiety that then develops in a similar social environment.

Here are some of the main factors that trigger the emergence of social anxiety according to Dinar et al. (2023) and Santoso et al. (2022), namely: (1) Self disclosure can affect social anxiety in individuals. Self disclosure and social anxiety have a significant positive relationship. This means that the higher the self-disclosure carried out by the individual, the higher the social anxiety in the individual. (2) Social media addiction or addiction in playing social media can affect social anxiety in individuals. Social media addiction and social anxiety have a positive relationship. This means that the higher the level of social media addiction, the higher the social anxiety in the individual.

Self Disclosure

Budayana & Geniem (2011) state that self disclosure is an individual's action in revealing how the individual interacts with others. Mu'tia (2015) explains that self-disclosure is an effective means for individuals to seek and explore information about what is being experienced by someone. Meanwhile, Pohan & Dalimunthe (2017) revealed that self-disclosure is a form of communication carried out interpersonally where it contains elements of disclosure of ideas, information, feelings and fantasies about the individual himself which are confidential and have never been disclosed to others. Then Vikartini et al. (2024) defines self-disclosure as an action taken by individuals in providing information about themselves to others related to their thoughts, feelings and experiences. Akbar & Faryansyah (2018), self-disclosure generally starts with simple topics and then moves on to serious topics. Based on this definition, it can be concluded that self-disclosure is a person's action in disclosing information about himself to others including ideas, feelings and experiences.

Aspects of self-disclosure according to DeVito (1986): (1) Amount, the amount of self-disclosure can be measured by looking at how often a person reveals himself to others and how long it takes to convey this information. (2) Valence, valence refers to the positive or negative side of self-disclosure. Individuals can share good or bad things about themselves, for example praising themselves or even demeaning. (3) Accuracy/honesty, a person's honesty and accuracy in revealing themselves depends on how well they know themselves, when someone talks about themselves, they can be completely honest, exaggerate, ignore important things, or even lie. (4) Intention, intention refers to the extent to which a person consciously chooses the information to be disclosed, as well as how much control the individual has over what to convey to others. (5) Intimacy, refers to the extent to which a person shares the most personal details of their life, which can be

very close and personal things. In the context of self-disclosure, the level of closeness or intimacy shows how deeply a person is willing to open up.

Factors that can affect self-disclosure according to DeVito (DeVito, 1986): (1) Dyadic effect, is an influence that occurs in interpersonal communication involving two individuals. A person tends to self-disclose to others who also self-disclose. (2) Group size, small groups have a higher level of self-disclosure compared to large groups. A dyad, or two-person interaction, is the best place to share oneself openly as one can more easily observe and understand the reactions of their interlocutors. (3) Topic of discussion, in general the likelihood that someone will discuss a topic is lower if it is more personal and negative. (4) Feelings of liking, people tend to open up to people they like or love, but this is not entirely limited to feelings of liking. (5) Gender, generally, men are less open than women. Sari et al. (2008) revealed that women are more likely to disclose feelings and personal information than men. (6) Race, nationality and age. Certain races disclose themselves more often than others. (7) Partners in the relationship, partners or closeness between individuals determines how deep a person will open up. Individuals will tend to be more open to people who are considered close to them. (8) Personality, personality is something that affects how individuals can reveal themselves. Individuals with extroverted personalities and have a high ability to socialize tend to open themselves more easily than individuals who are less sociable, shy and introverted.

Social Media Addiction

Excessive or compulsive use of social media sites constitutes social media addiction. Symptoms include; strong desire to continue using social media (salience), tolerance, conflict with other activities, withdrawal symptoms, relapse and mood modification (Griffiths, 2005). According to Starcevic (2013) social media addiction is characterized by excessive concern for social media. Strong desire to use it, and a lot of time spent on social media to the point of interfering with other activities Andreassen et al. (2014). Further research by C. S. Andreassen (2015) confirms that social media addiction involves excessive attention to social media and persistent use that interferes with social activities.

So it can be concluded that social media addiction is compulsive behavior in using social media platforms characterized by symptoms such as overuse, tolerance, conflict, relapse, and mood swings. This condition can interfere with mental health, work, social activities and well-being.

According to Al-Menayes (2015), social media addiction has three main aspects: (1) Social Consequences, too frequent or excessive use of social media negatively affects an individual's social relationships, such as neglecting face-to-face interactions and decreased academic performance. (2) Time Diversion, time that should be used for other productive or important activities is often wasted on accessing social media. (3) Compulsive Feelings, a strong and insurmountable urge to continue using social media, even when individuals realize the adverse effects. Meanwhile, according to Griffiths (2005) social media addiction is characterized by 6 main aspects: (1) Salience, social media becomes a top priority, dominating thoughts and activities. (2) Mood Modification, used to regulate mood, both happy and avoid negative feelings. (3) Tolerance, it takes longer on social media to feel satisfied. (4) Withdrawal Symptoms, physical or psychological symptoms appear when unable to access social media (5) Conflict, conflicts arise in personal life due to social media use. (6) Relapse, returning to patterns of excessive use after trying to stop.

According to Griffiths (2005), social media addiction is affected by 4 main factors as measured by the Social Media Addiction Scale (SMAS): (1) Work, individuals constantly think about and engage in social media activities. (2) Mood modification, social media is used to modify mood (3) Relapse, it is difficult to control social media use despite wanting to quit. (4) Conflict, social media use interferes with daily life. Meanwhile, according to Montag & Reuter (2015) there are 3 factors that can affect social media addiction, these factors are divided into three, namely; (1) Social, difficult to interact directly, social problems encourage the use of the internet as an alternative. (2) Psychological, depression, anxiety, and other mental problems make the internet an escape. (3) Biological, differences in brain function in intensive internet users, slower processing of information and difficulty controlling themselves.

METHODS

Variables in this study: (1) Independent variables are self-disclosure and social media addiction. (2) The dependent variable is social anxiety. This study uses a quantitative approach. The variables involved are self disclosure, social media addiction, and social anxiety. Primary and secondary data sources are the two data sources used in this study. Primary data sources used in this study are students studying in Semarang. Then secondary data sources in the form of relevant previous research literature. Data collection was carried out using a questionnaire in the form of Google Forms. The questionnaire (google-form) is presented in the form of a Likert scale which contains a number of statements with an answer choice format: SS (Very Appropriate), S (Appropriate), TS (Inappropriate), Inappropriate). STS (Very Inappropriate).

The scale used to measure social anxiety Hanif Abdurrahman Reksoprodjo (2018) based on the theory has La Greca & Stone (1993). The social anxiety scale has 18 items ($\alpha = 0.91$). Then the scale used to measure self disclosure is by modifying the scale compiled by Putra (2020) based on DeVito's (1986) theory. The self disclosure scale has 25 items ($\alpha = 0.861$). Then the scale used to measure social media addiction is by adopting a scale compiled by Agung & Sahara (2023) based on Al-Menayes theory (2015). The social media addiction scale has 15 items ($\alpha = 0.83$).

The hypotheses in this study are as follows: (1) **HO**: Self disclosure and social media addiction have no effect on social anxiety in emerging adults who use the close friend feature on Instagram for students in Semarang. (2) **H1**: Self disclosure and social media addiction affect social anxiety in emerging adults who use the close friend feature on Instagram among students in Semarang.

The population in this study are emerging adults who are students who use the "Close Friend" feature on Instagram. Then the sample in this study are emerging adults who are students in Semarang who use the "Close Friend" feature on Instagram. Statistical analysis is carried out with a prerequisite test in the form of a normality test, then a hypothesis test is carried out in the form of a linear regression test.

RESULTS AND DISCUSSION

A. Descriptive Analysis

Table 1. Descriptive Analysis

Predictor	N	Min	Max	Mean	Std. Deviation
<i>Social Media Addiction</i>	176	18	52	34.91	6.027
<i>Self Disclosure</i>	176	38	96	65.12	9.868
<i>Social Anxiety</i>	176	20	70	44.66	9.255
Valid N (listwise)	176				

The number of respondents in this study were 176 people. In the Social Media Addiction variable, the minimum value is 18, the maximum is 52, the average is 34.91, and the standard deviation is 6.027. For the Self-Disclosure variable, the minimum value is 38, the maximum is 96, the average is 65.12, and the standard deviation is 9.868. Meanwhile, for the Social Anxiety variable, the minimum value is 20, the maximum is 70, the average is 44.66, and the standard deviation is 9.255.

B. Frequency

Table 2. Frequencies of Gender

Gender	Number	Percentage
Women	135	76.7%
Men	41	23.3%

Based on the data in the table above, it can be seen that the number of female respondents is 135 respondents with a percentage of 76.7% and the number of male respondents is 41 respondents with a percentage of 23.3%.

Table 3. Frequencies of Intitution

Intitutions	Number	Percentage
UIN WALISONGO	164	93.2%
UNNES	2	1.1%
UNDIP	3	1.7%
UPGRIS	1	0.6%
UNISSULA	1	0.6%
UNIMUS	1	0.6%
IVET SEMARANG	1	0.6%
UDINUS	2	1.1%
UNWAHAS	1	0.6%

Based on the data in the table above, it is known that the majority of respondents came from the Walisongo UIN institution, as many as 164 respondents, with a percentage of 93.2%. Respondents from UNNES institutions totaled 2 respondents (1.1%), respondents from UNDIP institutions totaled 3 respondents (1.7%), UPGRIS 1 respondent (0.6%), UNISSULA 1 respondent (0.6%), UNIMUS 1 respondent (0.6%), IVET Semarang 1 respondent (0.6%), UDINUS 2 respondents (1.1%), and UNWAHAS 1 respondent (0.6%).

Tabel 4. Frequencies of Age

Age	Number	Percentage
18	59	33.5%
19	40	22.7%
20	41	23.3%
21	30	17.0%
22	3	1.7%
23	3	1.7%

Based on the data in the table above, it is known that the majority of respondents are 18 years old, as many as 59 respondents, with a percentage of 33.5%. Respondents aged 19 years totaled 40 respondents (22.7%), followed by respondents aged 20 years as many as 41 respondents (23.3%), 21 years as many as 30 respondents (17.0%), 22 years as many as 3 respondents (1.7%), and 23 years also as many as 3 respondents (1.7%).

C. Multiple Linear Regression Test

Table 5. Model Coefficients - Social Anxiety

Predictor	Estimate	SE	t	p
<i>Intercept</i>	29.7452	5.3878	5.521	0.000
<i>Social Media Addiction</i>	0.5138	0.1124	4.572	0.000
<i>Self-Disclosure</i>	-0.0463	0.0686	-0.675	0.500

Based on hypothesis testing using multiple linear regression tests, the results of the significance value on the social media addiction variable is 0.000 ($p < 0.05$), meaning that social anxiety has a significant effect on social media addiction in Semarang students who are emerging adult users of Instagram's close friend

feature. Then the result of the significance value on the self-disclosure variable is 0.500 ($p > 0.05$), which means that social anxiety does not have a significant effect on self-disclosure in Semarang students who are emerging adult users of the Instagram close friend feature.

D. Categorisation

Table 6. Percentage of Social Media Addiction

SOCIAL MEDIA ADDICTION		
Categorization	Number	Percentage
High	8	20%
Medium	24	59%
Low	9	22%

Based on existing data, social media addiction can be divided into three categories. A total of 8 people (20%) fall into the high addiction category. Most, namely 24 people (59%), are in the medium addiction category, indicating a moderate dependence on social media. Meanwhile, 9 people (22%) were in the low addiction category, indicating that although there is dependence, the level is not very high.

Table 7. Percentage of Social Anxiety

SOCIAL ANXIETY		
Categorization	Number	Percentage
High	6	15%
Medium	30	73%
Low	5	12%

Based on the data regarding social anxiety, there are three different categories of anxiety levels. A total of 6 people (15%) experienced high levels of social anxiety, indicating significant anxiety in social interactions. The majority, 30 people (73%), were in the moderate social anxiety category, indicating a moderate but not excessive level of anxiety. Meanwhile, 5 people (12%) had low social anxiety, indicating that they tend to be more comfortable and less affected by social situations.

Table 8. Percentage of Self Disclosure

SELF-DISCLOSURE		
Categorization	Number	Percentage
Tinggi	6	15%
Sedang	32	78%
Rendah	3	7%

Based on the data regarding self disclosure, there are three categories. A total of 6 people (15%) were at a high level of self disclosure, indicating that they tend to be very open and often disclose personal information. Most, namely 32 people (78%), are at a moderate level of self-disclosure, indicating that they share personal information at a moderate level. Meanwhile, 3 people (7%) were at a low level of self-disclosure, indicating that they tend to be more introverted and rarely share personal information.

E. The Effect of Social Media Addiction on Social Anxiety

Based on the results of multiple linear regression analysis, there is a significant influence between social media addiction on social anxiety ($p < 0.05$) with a positive coefficient of 0.5138 on students who use Instagram's close friend feature in Semarang. This positive coefficient value indicates that an increase in social media addiction will be followed by an increase in social anxiety. This finding is in line with research by Putri *et al.* (2023) which indicates that individuals with social media addiction tend to reduce direct interaction, thus increasing anxiety when having to interact face-to-face.

Demographic data shows that female respondents are dominant (76.7%) compared to males (23.3%), with the majority aged 18-20 years (79.5%). Categorization of social media addiction shows 20% of respondents are at a high level, 59% are moderate, and 22% are low. As for social anxiety, 15% of respondents were at a high level, 73% were moderate, and 12% were low. These proportions indicate a strong tendency for moderate to high social media use to correlate with similar levels of social anxiety.

Based on the categorization data showing that women are more prominent, women tend to be more vulnerable to social media addiction and social anxiety. Women generally use social media, especially the close friend feature, to seek social support, share personal content, and gain validation, which can increase dependence on the platform. This study reinforces research conducted by Sahputra *et al.* (2023) that the high intensity of social media use in emerging adults can lead to reduced face-to-face interactions, increased need for online social validation, and the formation of dependence on digital feedback. This is especially evident in the 18-20 years age group, which is the majority of respondents in this study.

F. The Effect of Self Disclosure on Social Anxiety

Based on the results of multiple linear regression analysis, the significance value between self-disclosure and social anxiety is 0.500 ($p > 0.05$), meaning that self-disclosure does not significantly affect the social anxiety of students who use Instagram's close friend feature in Semarang. Then, the negative coefficient value of -0.0463 indicates a tendency that an increase in self-disclosure will decrease social anxiety, meaning that a person's self-disclosure through the close friend feature does not directly impact the level of social anxiety they experience. When compared to the social media addiction variable, which has a significant value ($p < 0.000$) and a positive estimate of 0.5138, it appears that social media addiction plays a greater role in influencing social anxiety. This indicates that other factors, such as social media addiction, may be more relevant in predicting social anxiety than self-disclosure.

In the categorization of self-disclosure, 15% of respondents were at a high level, 78% were moderate, and 7% were low. As for social anxiety, 15% of respondents were at a high level, 73% were moderate, and 12% were low. This shows that the majority of students who use Instagram's close friend feature in Semarang have moderate levels of self-disclosure and social anxiety. This moderate level illustrates that students tend to share personal stories or information through the close friend feature quite often, but are not too open or closed. This finding is in line with the results of the analysis which shows that self-disclosure does not have a significant influence on social anxiety. This means that the level of self-disclosure, whether high or low, does not directly affect the social anxiety felt by students. Social anxiety can be influenced by other factors beyond self disclosure, such as social media addiction, which is proven to have a significant influence on social anxiety.

The results of this study are in line with research conducted by Sigarlaki & Nurvinkania (2022) that there is no significant relationship between social anxiety and self disclosure among university students. Selfdisclosure is not necessarily related to social anxiety. Although self-disclosure can illustrate the level of closeness in social interactions, it is not always directly related to the social anxiety experienced by individuals. Instead, other factors, such as social media addiction may have a greater impact on the level of perceived social anxiety. Therefore, self-disclosure cannot be considered as the sole determining factor in influencing social anxiety, but rather needs to consider various other aspects that may exacerbate or reduce the anxiety experienced by individuals in social contexts.

Based on institutional background, the majority of respondents came from UIN Walisongo (93.2%), which shows homogeneity of educational background. This may influence the pattern of social media use and the level of social anxiety, given the similarity of social and academic environments. These findings confirm the importance of considering gender and age factors in understanding the relationship between social media addiction and social anxiety, especially in the context of using Instagram's close friend feature among emerging adults.

Summary

This study discusses the effect of self-disclosure and social media addiction on social anxiety in emerging adults who use Instagram's Close Friend feature. This study shows that social media addiction has a significant influence on social anxiety, where excessive use of social media can increase a person's anxiety level in social interaction. In contrast, self-disclosure does not have a significant influence on social anxiety, although there is a tendency that higher self-disclosure can slightly reduce anxiety levels. This study also highlights that social media addiction is more relevant in predicting social anxiety than self-disclosure. Other

factors, such as patterns of social media use and the need for social validation, also influence these results. This confirms the importance of understanding the role of social media in social life, especially in younger age groups who are building their social identity.

Advice

Based on the research results described in the conclusion, there are several suggestions: (1) There is a need to increase awareness about the use of social media through education about the negative impact of social media addiction on mental health. Digital literacy campaigns can help reduce the risk of social media addiction, especially among university students. (2) A community-based intervention approach needs to be implemented to encourage students to have face-to-face interactions that can reduce their social anxiety levels. In addition, students can be trained to manage time and control themselves in using social media. (3) Further research needs to be conducted to understand more deeply the factors that can strengthen or weaken the relationship between self-disclosure and social anxiety, especially in the context of using social media such as the close friend feature on Instagram.

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