

The Relationship Between Social Anxiety, Social Comparison and Social Media Addiction among Adolescent Kpop Fans

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Abstract

Background: Social media has become an essential part of the lives of people of all ages. Social media has both positive and negative effects on a teenager's life. This is because teenagers are often unable to control their use of social media. **Objective:** The purpose of this study was to analyze the effect of social anxiety (X1) and social comparison (X2) on social media addiction. **Method:** This study uses a correlational quantitative approach. The sample in this study consisted of young Korean pop music fans who actively used social media. As many as 377 samples were employed using a purposive sampling technique. The analysis technique in this study uses multiple linear regression analysis. **Results:** The results in this study, namely social anxiety and social comparison, have a significant positive effect on social media addiction. **Conclusion:** The research results also found that simultaneously the variables Social Anxiety and Social Comparison have a significant effect on Social Media Addiction.

Keywords: Social anxiety; social comparison; social media addiction

Abstrak

Latar Belakang: Media sosial telah menjadi bagian penting dari kehidupan sebagian besar individu dengan berbagai kalangan usia. Media sosial memiliki efek positif dan negatif pada kehidupan remaja. Hal ini disebabkan oleh fakta bahwa remaja seringkali tidak dapat mengendalikan penggunaan media sosial mereka. Remaja yang terjerat kecanduan media sosial cenderung sangat bergantung pada platform tersebut, bahkan rela mengorbankan banyak waktu demi mewujudkan keinginannya. **Tujuan:** Tujuan dari penelitian ini adalah untuk menganalisis pengaruh social anxiety (X1) dan social comparison (X2) terhadap social media addiction. **Metode:** Penelitian ini menggunakan pendekatan kuantitatif korelasional. Sampel dalam penelitian ini adalah remaja penggemar musik Korean pop yang aktif menggunakan sosial media sebanyak 377 sampel dengan menggunakan teknik purposive sampling. Teknik analisis dalam penelitian ini menggunakan analisis regresi linier berganda. **Hasil:** Hasil dalam penelitian ini yaitu social anxiety dan social comparison secara berpengaruh signifikan positif terhadap social media addiction. **Simpulan:** Hasil penelitian juga ditemukan bahwa secara simultan variabel Social Anxiety dan Social Comparison berpengaruh signifikan terhadap Social Media Addiction.

Kata Kunci: Kecemasan sosial; perbandingan sosial; kecanduan media sosial

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Social media has become an important part of the lives of most individuals of all ages. It is not uncommon for many individuals to start their day by waking up and going back to sleep with social media. The Indonesian Internet Service Providers Association (APJII) revealed that in 2021, individuals using the Internet in Indonesia would reach 210,026,769 out of a population of 272,682,600 with 98% access to social media such as Facebook, Whatsapp, Telegram, Line, Twitter, Instagram, TikTok, YouTube etc. (Apiji, 2022). APJII also stated that the largest number of users in 2021-2022 are dominated by teenagers, followed by early adults.

Safko in Harrera (2016) explains that social media is a technology that can be used effectively to communicate with other people and build relationships and trust. Meanwhile, according to Kaplan (1997) social media is defined as a collection of internet-based applications that are based on ideology and technology to create (new works) and exchange works by their users. One of the things that is currently popular among Indonesian teenagers when browsing social media is information about Korean Pop or K-pop music.

Seven hundred ninety-three individuals surveyed by blog.jakpat.net in 2016 indicated that they were part of K-pop fans, consisting of 42% of the 16-19 year age group and 35% of the 20-25 year age group (Jakpak.net, 2016). According to an article published by Koreaboo on August 11, 2020, a survey of 5,500 individuals across six continents found that ten countries spend the most time watching K-pop. Indonesia ranks first with 24 hours a month to enjoy K-Pop content (Utami, 2021)

Social media has positive and negative effects on teenagers' lives. This positive impact is usually characterized by providing many conveniences for teenagers, such as a medium for socialization and communication with friends, family or teachers, a medium for discussing assignments at school with friends and getting health-related information online (O'Keeffe et al., 2011). Meanwhile, the negative impacts that social media can also have are online violence (cyberbullying), sexting, depression and dangers to privacy by teenagers (Thakkar & Collins, 2006). This is due to the fact that teenagers are often unable to control their social media use. If they cannot control it, their use of social media can increase gradually and can lead to addiction to social media (Thakkar & Collins, 2006). Social media addiction is a condition where individuals cannot control themselves in their use of social media, using too much time and effort to access social media to the point that it interferes with their productivity (Johan, 2022) Şahin (2018) defines social media addiction as a more complex thing with various physical, psychological, and social problems that occur in every age group who spend excessive time on social media. This causes problems in meeting their social needs, education, and professional responsibilities. Andreassen (2015) states that social media addiction is a behavior when someone spends a lot of time or is very focused on social media to the point that it involves a strong motivation to access it, spending a lot of time and negatively affecting health and well-being.

Griffiths et al (2014) stated that there are several aspects related to addiction to the use of social media, namely: 1) salience, the use of social media has dominated the individual's mind, feeling very needed and constantly on his mind even though he is not accessing social media. 2) mood modification refers to a person's subjective experience, for example, making an individual feel very happy when using social media. 3) tolerance and increased use of social media due to the happy effects previously felt. 4) withdrawal, unpleasant feelings when the use of social media is reduced or limited; 5) conflict, the emergence of conflict due to excessive use of social media both with oneself and others; and 6) relapse, repetition of excessive use of social media after control.

Gender, mental health, socio-economic conditions, goals, and time of use of social media are several factors that can cause social media addiction (Young, 2009) Meanwhile, according to Andreassen et al., (2017) Social media addiction is influenced by internal and external factors. Internal factors include personality, self-confidence, and loneliness, and external factors are influenced by the presence of role models or role models in their lives.

Teenagers who are entangled in social media addiction tend to be very dependent on these platforms, and they are even willing to sacrifice significant time to fulfill their desires (Fauziawati, 2015). Intensive involvement in social media causes teenagers to pay less attention to their obligations as students, which has

a negative impact on decreased study time, frequent delays in completing school assignments, and decreased academic achievement. The high frequency of interaction with social media is the main cause of this behavior (Mim et al., 2018)

Excessive social media use is also consistently associated with negative mental health. For example, a meta-analysis concluded that greater problematic Facebook use was associated with higher levels of depression and anxiety (Marino et al., 2018) Anxiety, in this case, is usually known as social anxiety. Social anxiety is associated with the perception of violations of personal values in real or imagined social situations (Boehme et al., 2015) In the digital era, people can express their social anxiety by using cell phones excessively (Enez Darcin et al., 2016)

Specifically, the social anxiety of social media users is referred to as the concept of social media anxiety. This concept was developed by Alkis et al (2017) namely social anxiety resulting from the use of social media, and divided into several dimensions, namely a) shaded content anxiety (SCA), namely anxiety related to the content shared with the public, both from oneself and others. , b) Privacy Concern Anxiety (PCA), namely anxiety related to personal identity that does not want to be shared with the public; c) interaction anxiety (IA), anxiety related to interactions with other people; d) self-evaluation anxiety (SEA), anxiety will be evaluations from other people about themselves on social media.

According to Ozbay and Palanci in Ekajaya & Jufriadi (2019) in the context of social anxiety, there are several dimensions, including 1) efforts to avoid social situations, 2) worry about criticism that may be given by other people, and 3) feelings of inferiority. Self that makes someone feel worthless. Additionally, as a potential result of their maladaptive social beliefs, socially anxious individuals may show a preference for online interactions over face-to-face interactions, increasing the likelihood that they will engage online more frequently (Caplan, 2005; Davis, 2001; Erwin et al., 2004) Additionally, they often engage in negative upward social comparisons, in which they view themselves more negatively compared to others (Anthony & Govindarajan, 2005). In line with Onat Kocabiyik (2021) his research found that social comparison positively predicts social media addiction.

There are many cases of social comparison experienced by teenagers who use social media, where various information and images shared by other people often give rise to feelings of jealousy and reduce teenagers' self-evaluation (Silvia & Appulembang, 2022). Social media offers new avenues for people to observe and compare themselves with others in online contexts (Meshi et al., 2015) . For example, individuals who display higher levels of overall social comparison spend more time on Facebook (Vogel et al., 2014). Additionally, individuals who display greater overall social comparison also display higher intensity of Facebook use (e.g., daily routine use and feelings of loss) (Lee, 2014)

People generally compare their physical appearance with figures they consider more attractive, such as models or movie stars. This can cause dissatisfaction with oneself and contribute to eating disorders and attempts to change body shapes that are considered less attractive (O'Brien et al., 2009) More specifically, O'Brien et al (2009)) argued that the tendency to make general physical appearance comparisons mediates or moderates the relationship between sociocultural influences (e.g., idealized media images, the importance of appearance), body dissatisfaction, and eating disorders.

It is stated that even though individuals do not use social media for social comparison purposes, they begin to compare themselves with other individuals by using social media (Haferkamp & Krämer, 2011). It is asserted that individuals may make comparisons in matters such as interpersonal relationships, career, physical appearance, and body image, and as a result, they tend to experience rumination (Simonson et al., 2011). Haferkamp & Krämer (2011) emphasized that after viewing profiles of attractive people on Facebook, women have a more negative body image by making comparisons.

Based on the description of the background of the problem above, this research was conducted with the aim of analyzing the influence of social anxiety and social comparison on social media addiction. The novelty in this research is shown by the difference with previous research, previous research only examined the

influence of social comparison on social media addiction, whereas this research directly analyzes the impact of social anxiety and social comparison on social media addiction partially or simultaneously.

Method

The approach in this research is quantitative correlational type. Researchers want to test the relationship between social anxiety (X1) and social comparison (X2) with social media addiction (Y).

Sample or Population

The population in this study were teenage Korean pop music fans who actively used social media. Data distribution was carried out using Google Forms with a purposive sampling technique. The sample size in this research was 377 respondents.

Data Collection

The measuring tools used in this research include the Bergen Social Media Addiction Scale (BSMAS), which was developed by Andreassen et al (2017) and adapted by Islami in Fitri (2022), Social Interaction Anxiety Scale) from Brown, Tuvovsky, Heinberg, Juster, Brown, Barlow (1997) in (Rahmawati, 2014) and The-Iowa Netherlands Comparison Orientation Measure (INCOM) (Gibbons & Buunk, 1999)translated by (Johan, 2022)

Data Analysis

Regression analysis is a form of research focusing on the relationship between a dependent variable and one or more independent variables. The aim is to estimate variables or predict the dependent variable's population average or average value by referring to the known value of the independent variable (Ghozali, 2016)

Result

Validity Test

The measurement uses the Pearson correlation coefficient, where the analysis is carried out by checking the extent of the correlation between all question items (Ghozali, 2016)Validity can be considered fulfilled in this test if it has a significance value (Sig) of less than 0.05 to measure the validity of the construct in question.

Table 1. Validity test

Variabel	Statement	Coefficient	Sig
<i>Social Anxiety</i> (X1)	X1.1	0.613	0.000
	X1.2	0.639	0.000
	X1.3	0.646	0.000
	X1.4	0.754	0.000
	X1.5	0.448	0.000
	X1.6	0.475	0.000
	X1.7	0.685	0.000
	X1.8	0.677	0.000
	X1.9	0.393	0.000
	X1.10	0.724	0.000
	X1.11	0.572	0.000
	X1.12	0.668	0.000
	X1.13	0.504	0.000
	X1.14	0.557	0.000
	X1.15	0.755	0.000

Variabel	Statement	Coefficient	Sig	
<i>Social Comparison (X2)</i>	X1.16	0.713	0.000	
	X1.17	0.684	0.000	
	X1.18	0.656	0.000	
	X1.19	0.757	0.000	
	X1.20	0.660	0.000	
	X2.1	0.592	0.000	
	X2.2	0.714	0.000	
	X2.3	0.678	0.000	
	X2.4	0.694	0.000	
	X2.5	0.544	0.000	
	X2.6	0.646	0.000	
	X2.7	0.323	0.000	
	X2.8	0.574	0.000	
	X2.9	0.546	0.000	
	X2.10	0.472	0.000	
	X2.11	0.499	0.000	
	<i>Social Media Addiction (Y)</i>	Y.1	0.510	0.000
		Y.2	0.632	0.000
Y.3		0.635	0.000	
Y.4		0.443	0.000	
Y.5		0.463	0.000	
Y.6		0.389	0.000	
Y.7		0.638	0.000	
Y.8		0.591	0.000	
Y.9		0.396	0.000	
Y.10		0.611	0.000	
Y.11		0.694	0.000	
Y.12		0.688	0.000	
Y.13		0.530	0.000	
Y.14		0.551	0.000	
Y.15		0.457	0.000	
Y.16		0.616	0.000	
Y.17		0.456	0.000	
Y.18		0.249	0.000	

The results above show that all items in this study have a sig value <0.05, which means that all statement items are valid.

Reliability Test

Reliability testing is an evaluation carried out to measure the reliability of a questionnaire on the indicator section of a construct. An instrument is considered consistent if its reliability is high, namely if Cronbach's alpha value is more significant than 0.6 (Ghozali, 2016)The following are the results of reliability testing:

Table 2. Reliability Test

Variabel	Cronbach Alpha
<i>Social Anxiety (X1)</i>	0.920
<i>Social Comparison (X2)</i>	0.792
<i>Social Media Addiction (Y)</i>	0.852

From the data in the table above, it can be concluded that all variables in this study are considered reliable because they have a Cronbach's Alpha value exceeding 0.6.

Multiple Linear Regression Test Results

This research uses multiple linear regression analysis, which aims to test the truth of the hypothesis that has been previously formulated. The SPSS testing results in this research are presented in the table below.

Table 3. Multiple Linear Regression Test Results

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	1.310	0.149
	<i>Social Anxiety (X1)</i>	0.229	0.037
	<i>Social Comparison (X2)</i>	0.283	0.044

The following multiple linear regression equation is obtained based on the calculation results above:
 $Y = 1.310 + 0.229 X_1 + 0.289 X_2 + e_i$

The regression equation above can be explained as follows:

1. The constant (β_0) = 1,310 for the Social Media Addiction variable, which is not influenced by the Social Anxiety and Social Comparison variables = 0, is Social Media Addiction of 1,310, assuming the other variables are constant.
2. The Social Anxiety coefficient value of 0.229 indicates that if Social Anxiety increases, it will also increase Social Media Addiction by 0.289.
3. The Social Comparison coefficient value is 0.289, indicating that if Social Comparison increases, it will also increase Social Media Addiction by 0.423.
4. e_i indicates confounding factors outside the model studied.

Hypothesis Test

Partial Test (t Test)

The t-test in this research was conducted to test the influence of the independent variables of Social Anxiety and Social Comparison on Social Media Addiction.

Table 5. t test

	t	Sig.
<i>Social Anxiety</i>	6.195	0.000
<i>Social Comparison</i>	6.401	0.000

Based on the table above, the following test results are obtained:

1. Partial test between the Social Anxiety variable and Social Media Addiction (Y). The results in the table above show a significance value of 0.000, which means <0.05 . Thus, it can be concluded that the Social Anxiety variable partially has an influence on Social Media Addiction.
2. Partial test between the Social Comparison variable and Social Media Addiction (Y). The results in the table above show a significance value of 0.000, which means <0.05 . Thus, the social comparison variable partially has an influence on social media addiction.

Simultaneous Test (F Test)

The F test is used to find out whether the independent variables together (simultaneously) have an effect on the dependent variable. The F test results, as obtained from calculations using SPSS, can be found in the table below:

Table 4. Model Feasibility Test (F Test)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.092	2	8.046	49.908	0.000
	Residual	60.295	374	0.161		
	Total	76.388	376			

Referring to the table above results, a Sig value of 0.000 is obtained, which means <0.05 , so it can be concluded that simultaneously the variables Social Anxiety and Social Comparison have a significant effect on Social Media Addiction.

Analysis of Correlation Coefficient (R) and Determination Coefficient (R²)

From the results of multiple linear regression analysis, the level of relationship between variables can be identified through the values of the multiple correlation coefficient (R) and the coefficient of determination (R²). The following is the magnitude of the value of each of these relationships:

Table 6. Multiple Correlation Coefficient Value (R) and determination coefficient (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.459	0.211	0.206	0.40152

Multiple correlation analysis was used to determine the close relationship between Social Anxiety and Social Comparison and Social Media Addiction. The magnitude of the relationship between the independent variables and Social Media Addiction, calculated using the correlation coefficient, is 0.459, so there is a weak relationship between the two independent variables (Social Anxiety and Social Comparison) and Social Media Addiction.

The coefficient of determination value is 0.211. So it shows that Social Anxiety and Social Comparison can describe Social Media Addiction by 21.1%, while other factors outside the research influence the remaining 78.9%.

Discussion

The Influence of Social Anxiety on Social Media Addiction

The analysis of the t-test shows that the sig value is 0.000 or <0.05 , which means that Social Anxiety has a significant effect on Social Media Addiction. The regression coefficient value for the social anxiety variable is 0.229, which indicates a positive coefficient. This shows that there is a unidirectional influence between social anxiety and social media addiction. This unidirectional influence can be interpreted as meaning that the higher the social anxiety felt by teenagers, the higher their addiction to using social media.

As expected, in individuals with increased social anxiety symptoms, the risk of addiction to a smartphone increased because social anxiety causes the avoidance of real-time relationships. Furthermore, virtual socialisation can alleviate the fear or concern of demonstrating physical signs of physiological arousal symptoms, which are core symptoms of social anxiety. Communication via smartphone provides the opportunity to feel free and to behave without the perception of pressure in people with social anxiety. Pierce (2009) also reported that there is a positive relationship between ‘feeling uncomfortable talking with others face-to-face’ and ‘talking with others online’ and ‘talking via text messaging’. Although smartphones, the

popularity and prevalence of which has increased in the last decade, typically make people's daily lives easier, the use of smartphones may become problematic in social life. Furthermore, smartphone addiction is a real risk, especially for the younger population struggling with social anxiety/phobia.

Social anxiety is associated with the perception of violations of personal values in real or imagined social situations (Boehme et al., 2015). Referring to the results of this research, high social anxiety can lead to increased social media addiction; this is driven by the situation where someone tends to prefer interacting online rather than directly or face to face. This supports the results of descriptive analysis where most respondents agree with the statement "I have difficulty making eye contact with other people" with a mean value of 2.61 and "When I am in social situations, I feel uncomfortable" with a mean value of 2.63.

High social anxiety in this study was also characterized by feelings of fear of appearing embarrassing and being viewed negatively by other people. This can be seen from the results of the descriptive analysis where the majority of respondents agreed with the statement "I am anxious about expressing myself because I am afraid of looking strange" with a mean value of 3.03 and "I feel like I will say something embarrassing if I speak" with a mean value of 2.65. This is in accordance with the opinion of Morrison & Heimberg (2013) who explain that social anxiety is often characterized by widespread fear of social situations where the person can be embarrassed or judged negatively by other people.

One of the negative impacts of using social media is excessive use, where high use of social media without good control will lead to addiction to social media. This supports the opinion of Thakkar & Collins (2006) who states that if teenagers are unable to control it, then the time they use it will increase and can cause addiction to social media.

In Mim, F. This is to the results of the descriptive analysis in this study where the majority of respondents agreed with the statement "Even though I am doing my assignments, I often think about using social media," with a mean value of 2.75. By looking at these results, it can be interpreted that excessive use of social media causes addiction and hurts teenagers' lives. This is also in line with descriptive findings where the majority of respondents agree with the statement, "I use social media so often that it interferes with my life," so it can be interpreted that social media can disrupt teenagers' daily lives.

Teenagers often access social media to obtain information about Korean pop or K-pop music. According to the research results, it is known that the majority of respondents are part of the fandom of Nctzen, Exo-L, and Army as much as 86.7%, most of whom also use social media for 4-6 hours a day, namely 114 people (30.2%). Thus, referring to the findings that high levels of social media addiction are influenced by social anxiety, it can be concluded that the presence of social anxiety in teenagers today is caused by a feeling of fear of being judged as embarrassing and viewed negatively by other people, thus causing teenagers to be more comfortable being more like to interact online, giving rise to high use of social media.

Social Comparison on Social Media Addiction

The analysis results on the t-test show that the sig value is 0.000 or <0.05 , which means that Social Comparison significantly affects Social Media Addiction. The regression coefficient value for the social comparison variable is 0.289, which indicates a positive coefficient. By looking at this value, there is a unidirectional influence between social comparison and social media addiction. Looking at these results, the higher the social comparison, the more social media addiction will increase.

Martinek (2019) stated that individuals frequently spending time on social media will also increase the tendency to compare their lives and posts with other people, resulting in a feeling that they are unable to display similarities or be better than the person being compared. Burnell, George, Vollet, Ehrenreich, and Underwood (2019) also found that social comparisons carried out on social media will make individuals think

that other people's lives are better than their own. According to Charoensukmongkol (2017), the duration of social media use is strongly and positively related to the presence of social comparison behavior in teenagers. The longer the duration of teenagers' use of social media, the higher their social comparison behavior will be, therefore teenagers who access social media in a short period of time will be different from teenagers who use social media for a long period of time.

Based on the findings, most respondents have used social media for > three years, namely 191 people (50.7%). Most respondents also accessed social media, Twitter and Instagram, 173 people (45.9%) and 134 people (35.5%), respectively. In this social media, there are many features, including posting photos, videos, music, or texts that occur in their lives, which other people can find out about when visiting their profile. However, this tends to encourage someone to compare themselves with this information, including lifestyle and social status. This is by descriptive findings where most respondents agreed to "I compare my social life (e.g., popularity, social skills) with other people," with a mean value of 2.64. Lee (2014) and Whiting & Williams (2013) also explained that features on social media encourage users to share or post. However, users will compare the information with themselves when receiving the information.

The existence of social media addiction in this research is shown by the continuous urge to use social media. This is proven by the results of descriptive analysis, where most respondents agreed with the statement, "I feel there is an urge to continue using social media continuously." In social media, there is a lot of information that users can receive, one of which is information related to Korean Pop or K-pop music.

In the results of this research, it is known that most of the first respondents were familiar with Korean Pop or K-pop music from social media, namely 185 people (49.1%). By looking at these results, it can be said that social media is more widely accessed by teenagers nowadays, resulting in a very high use of time on social media as shown by the average use of social media in a day, namely 4-6 hours, as many as 114 people (30.2%) and the majority agreed that "I feel I spend more time on social media than I thought" which has a mean value of 3.06. The results of this research are in line with the findings of Onat Onat Kocabiyik (2021) in his study, which found that social comparison positively predicts social media addiction.

The Influence of Social Anxiety and Social Comparison on Social Media Addiction

Based on the results of the F test, a Sig value of 0.000 was obtained so that it can be interpreted that simultaneously the variables Social Anxiety and Social Comparison have a significant effect on Social Media Addiction. Hal ini menunjukkan adanya pengaruh secara bersama-sama variabel bebas yaitu Social Anxiety and Social Comparison terhadap variabel terikat yaitu Social Media Addiction. Menurut penelitian Lestari dan Solekhah (2022), Social media has a very important role in making social comparisons that lead to body dissatisfaction such as self-presentation by peers so that teenagers can constantly see photos or videos uploaded by their friends. Furthermore, Lestari and Solekhah (2022) stated that social comparison is in the medium category and social anxiety is in the medium category. This means that the two variables are not inversely proportional but positively proportional. Social anxiety, which often involves heightened self-awareness and sensitivity to social cues, might drive individuals to engage in more thoughtful and critical self-evaluation when comparing themselves to others (Schuman-Olivier, 2020). The researchers suggested that adolescents who frequently engage in social comparison may experience higher levels of anxiety due to the constant evaluation of themselves in relation to their peers (Nesi & Prinstein, 2015). The coefficient of determination value is 0.211. So it shows that Social Anxiety and Social Comparison can describe Social Media Addiction by 21.1%, while other factors outside the research influence the remaining 78.9%. This shows that there are still many factors that can influence a person's addiction to using social media.

Conclusion

Based on the results of the analysis that has been carried out, it can be concluded that social anxiety and social comparison have a significant positive effect on social media addiction and simultaneously the variables Social Anxiety and Social Comparison have a significant effect on Social Media Addiction. By looking at these results, it can be said that the higher the social anxiety and social comparison, the more significant the impact on the high level of social media addiction among teenage K-pop fans.

Suggestion

Based on previously proven research findings, the researcher advises young Korean pop music fans who actively use social media in Surabaya to pay more attention to the level of social media use to avoid addiction to social media use.

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