

## Research Article

# Self-presentation and Psychological Well-being Among LinkedIn Users in Indonesia

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**Abstract.**

LinkedIn users are related to self-presentation but apparently doing self-presentation can affect psychological well-being. This study aims to determine the relationship between self-presentation and psychological well-being among LinkedIn Users in Indonesia. The subjects in this study were 206 LinkedIn users aged minimum 16 years using LinkedIn at least for an hour per week. This research uses quantitative methods and sampling was done using purposive sampling. The Psychological Well-Being 42 Item scale was translated and adapted. The Self-Presentation on Facebook Questionnaire (SPFBQ) with 17 items was also translated and evaluated which then modified the social networking site. The results of the hypothesis test indicate that the hypothesis is accepted with a value of  $P = 0.000 (<0.005)$  and  $r = 0.338$  which indicates there is a significant positive correlation between self-presentation in the form of real self and psychological well-being, the more often individuals do self-presentation in the form of real self, the higher the psychological well-being condition of the LinkedIn user.

**Keywords:** LinkedIn users in Indonesia, psychological well-being, self-presentation

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## 1. BACKGROUND

Social media use is often associated with psychological well-being. Psychological well-being is a condition in which a person feels that he accepts his own strengths and weaknesses, independent, able to foster positive relationships with others, able to modify his environment to suit his wishes, has a purpose in life and continues to develop his potential [1]. Psychological well-being has six constituent aspects according to [2] self-acceptance, positive relation with others, autonomy, environmental mastery, purpose in life, and personal Growth. Psychological well-being has three constituent aspects according to [3] acceptance, affection and achievement. Someone who has psychological well-being will feel life satisfaction and be able to direct his behavior and be able to deal with events outside of himself [4].

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It was found that the impact of using social media on psychological well-being was that individuals compared themselves to other people when viewing profiles or uploads from other people [5]. In addition, seeing positive posts makes a person make social comparisons which can have an impact on individual psychological well-being [6]. The negative and positive impacts of using social media on psychological well-being are increasing social comparison, increasing Fear of Missing Out (FOMO), making individuals less happy, lacking self-confidence, increasing the desire to self-harm or suicide to lower one's self-esteem, while the positive impact namely getting brave social support, being able to reduce depression and anxiety and tending to get satisfaction with the body because it is given a sign of likes and gets comments from other users and being able to establish communication with other people even though they are from different countries [7].

The rapid expansion of social media raises concerns about the impact it will have on the psychological well-being of users. One of the growing SNS in Indonesia is LinkedIn. LinkedIn including SNS or Social Networking Site is often equated with social media but SNS is one type of social media, SNS variations ranging from Facebook, Instagram, Twitter, LinkedIn and so on ([8]; [9]). LinkedIn has the advantage of being a professional-based application, namely that it can be a means to demonstrate skills and work experience through user-uploaded content. Apart from that, LinkedIn can also connect users with various professionals and companies by displaying personal data and curriculum vitae (CV) in the available features. LinkedIn users use LinkedIn in hopes of taking the opportunity to find new jobs and are motivated to network in the professional world [10].

The use of LinkedIn is closely related to self-presentation. Self-presentation is an action taken by individuals to present themselves with the aim of achieving an expected self-image and is usually a form of positive self-image [11]. Self-presentation online is the act of presenting yourself in various aspects, namely real self, ideal self and false self when interacting on social networks [12]. [13] explain that there are five aspects of self-presentation including breadth, depth, positivity, authenticity, and intentionality. In social media, users create self-profiles as part of bold self-presentations. LinkedIn, like other SNS, has services for creating profiles that allow self-presentation, the ability to message privately as well as publicly, create social bonds with someone and a stream of frequently updated content [14]. Psychological well-being has a relationship with self-presentation. Individuals who use social media as an individual focus for self-presentation positively provide good benefits for individual welfare, while focusing on self-presentation which is idealized by others has a negative impact on individual welfare [15]. Self-presentation

that is far from one's true truth if done consistently can harm one's well-being because authenticity is correlated with individual well-being [16].

But apparently the use of LinkedIn can have a bad psychological impact on users. From the 2,885 people who took part in voting on LinkedIn, there were 62% of people who stated that they experienced LinkedIn Fatigue, namely experiencing mental fatigue, feeling anxiety that leads to FOMO, the desire to do work excessively or workaholic, feeling guilty at rest and making themselves feel inferior because they compare yourself with the achievements of others ([17]; [18]). In a study conducted in 2016 of 1,780 participants, 292 of them used LinkedIn once a week, participants who use LinkedIn have a much greater chance of developing depression than those who do not use LinkedIn, the overall relationship between LinkedIn users and depression is that they have a more significant chance of increasing anxiety [19]. Feeling of fear, anxiety and worry can make it difficult for individuals to master the environment, establish positive relationships and accept themselves, which are important aspects of psychological well-being [20].

In research conducted by Ferryanti, Setiasih, and Kusumaningsari (2021) it is known that there is a positive relationship between self-presentation and the psychological well-being of early adult Instagram users, namely the more often Emerging Adults present themselves in the form of real self on Instagram, the higher their psychological well-being. Where in individuals who present themselves in the form of ideal self or false self, their psychological well-being tends to be low. In research conducted by [21] it is known that positive self-presentation has a direct effect on the subjective well-being of Facebook users, because honest self-presentation can increase individual happiness. It was also found in a study conducted on 120 students in Shanghai that self-presentation on social media increased individual feelings of relative deprivation and reduced subjective well-being through upward social comparisons [22].

The hypothesis in this study is that there is a positive relationship between self-presentation and the psychological well-being of LinkedIn users. This study aims to determine the relationship between self-presentation and the psychological well-being of LinkedIn users in Indonesia.

## 2. RESEARCH METHODS

The design used in this research is non-experimental quantitative. The sampling method is purposive sampling, namely the non-random sampling method where the researcher selects the sample based on established criteria [23]. In this study, researchers used

respondents, namely active LinkedIn users who were male and female with ages ranging from 16 years old, this age was chosen because 16 years old is the minimum age for using the LinkedIn application. The specific criteria are that the respondent has a LinkedIn account, actively uses LinkedIn and uses LinkedIn for at least one hour a week.

The psychological well-being scale is used by researchers to find out how high the psychological well-being of LinkedIn users is. This scale uses the Psychological Well-Being 42 measurement tool developed by [1] and has been translated and adapted by [24]. The total number of items on the psychological well-being scale is 42 items based on the six aspects of the theory [1]. In this study, researchers used a self-presentation scale to determine the type of self-presentation made by LinkedIn users. The self-presentation scale used is Self-presentation measured using the Self-Presentation on Facebook Questionnaire (SPFBQ) measuring instrument totalling 17 items by [12] which have been translated and evaluated by matter experts by previous researchers which will then be modified by the social media used by researchers.

This research is located in Indonesia and is conducted online. The instrument used was a questionnaire in the form of a Google Form which was distributed to respondents via the Kudata.id website, WhatsApp, Telegram and LinkedIn applications. The number of respondents is 206. After the respondent data collection process is complete, the researcher will conduct data analysis using statistical calculations with SPSS software version 25.0 for Windows. Through the SPSS software, researchers conducted a number of statistical tests such as normality tests using Kolmogorov-Smirnov and Shapiro-Wilk, linearity tests using Anova Tables, and hypothesis testing using The Pearson Bivariate Correlation Test.

### 3. RESULT

The results of this study can be displayed in the following table:

TABLE 1: Hypothesis Test Results.

Variable	r	Sig. (p)	Information
Self-presentation/ Real Self with Psychological Well-being	0.338	0.000	Significant
Self-presentation/ Ideal Self with Psychological Well-being	0.010	0.888	Not significant
Self-presentation/ False Self with Psychological Well-being	-0.342	0.000	Significant

The results of hypothesis testing show that the correlation coefficient of self-presentation on real self on psychological well-being has an r value of 0.338, which

means there is a low positive correlation. Self-presentation on ideal self of psychological well-being  $r$  is 0.010 which means there is no correlation, whereas in self-presentation on false self  $r$  is -0.342 which means there is a low negative correlation.

TABLE 2: Self-Presentation Regression Test Results with Psychological Well being.

Variable	Sig. (p)	R <sup>2</sup>	Information
Self-presentation/ Real Self with Psychological Well-being	0.000	0.114	Significant
Self-presentation/ False Self with Psychological Well-being	0.000	0.117	Significant

The coefficient of determination of self-presentation on real self was obtained  $R^2 = 0.114$ , meaning that the effective contribution of self-presentation on real self to psychological well-being was 11.4%, while the coefficient of determination of self-presentation on false self was obtained  $R^2 = 0.117$ , meaning that the effective contribution of self-presentation on false self on psychological well-being is 11.7%.

TABLE 3: Self-Presentation Real Self Correlation Test Results with Psychological Well Being Aspects.

Variable	r	Sig. (p)	Information
Real Self and Self-Acceptance	0.209	0.003	Significant
Real Self and Positive Relationships	0.290	0.000	Significant
Real Self and Autonomy	0.221	0.001	Significant
Real Self and Life Purpose	0.212	0.002	Significant
Real Self and Personal Development	0.155	0.026	Significant
Real Self and Mastery of the Environment	0.276	0.000	Significant

The results of the correlation test between aspects of self-presentation on real self and the six aspects of psychological well-being show that the correlation coefficient of self-presentation in real self on psychological well-being has a value of  $r_{\text{tabel}} \geq r_{\text{Count}}$  which means that there is a low correlation between self-presentation in real self with the six aspects of psychological well-being.

The results of the correlation test between aspects of self-presentation on false self and the five psychological well-being show that the correlation coefficient of self-presentation on false self of psychological well-being has a value of  $r_{\text{tabel}} \geq r_{\text{Count}}$  which means that there is a low correlation between self-presentation on false self and the five aspects of psychological well-being except for aspects of positive relations.

TABLE 4: Self-Presentation False Self Correlation Test Results with Psychological Well Being Aspects.

Variable	r	Sig. (p)	Information
False Self and Self-Acceptance	-0.362	0.000	Significant
False Self and Positive Relationships	-0.137	0.050	Not Significant
False Self and Autonomy	-0.306	0.000	Significant
False Self and Life Purpose	-0.403	0.000	Significant
False Self and Personal Development	-0.385	0.000	Significant
False Self and Mastery of the Environment	-0.232	0.000	Significant

TABLE 5: Test the difference between the variables and the demographics of the respondents.

Variable	Sig. (p)
Psychological Well-Being and Gender	0.201
Psychological Well-Being and Education	0.796
Real Self and Gender	0.077
Ideal Self and Gender	0.203
False Self and Gender	0.573

Based on the results of the different tests above, it is known that there is no difference in psychological well-being between men and women and there is no difference in educational level. In addition, it is known that self-presentation on real self, ideal self and false self has no difference in self-presentation between men and women.

#### 4. DISCUSSION

The hypothesis is accepted that online self-presentation is related to psychological well-being. There is a positive relationship between psychological well-being and self-presentation on real self. This means that the higher the self-presentation on real self, the higher the psychological well-being of LinkedIn users. In addition, it is also known that there is a negative relationship between psychological well-being and self-presentation on false self. This study supports previous studies, namely the results of research by [25] it is known that the more frequently Instagram users present themselves in real self, the higher their psychological well-being, whereas the more often Instagram users present themselves in false self, the lower their psychological well-being. This can be because individuals who present themselves as they are can increase happiness within

themselves [21]. Based on the results of the correlation between aspects, it is known that users who often present themselves in real self have a correlation with self-acceptance, have positive relationships with others, have independent lives, have goals in life, have a desire to develop and have mastery over a good environment. Individuals who present themselves honestly get more social support that comes from correct communication through self-disclosure as it is which then provides an important development in social relations [21].

The results of the correlation test also show that self-presentation on false self is correlated with low psychological well-being. Based on the results of the correlation test, it is known that LinkedIn users who often present themselves falsely have a correlation with self-acceptance, independence in life, life goals, personal development and mastery of the environment. When presenting themselves on social media, individuals reflect the identity of the user by tending to emphasize the positive aspects of their lives such as being popular, knowledgeable and wise ([26]; [27]; [28]).

When social media users focus on other people, the individual engages in social comparison, namely assessing himself and his life, but if the user focuses on himself, the individual will experience self-affirmation, and re-evaluate the positive aspects of himself and his life ([27]; [29]; [30]; [15]). LinkedIn users are also asked to highlight specific skills, show their strengths, can even add recommendations from someone to praise knowledge and skills, so that LinkedIn users can promote themselves in the professional world by showing off their social skills and professional skills LinkedIn users can increase their professional value in the market work [31].

Upward comparison also leads to feelings of envy and jealousy which then decrease life satisfaction and experience depression. Furthermore, jealousy and envy encourage a person to evaluate his life negatively and feel bad, this energy then directs a person to use their own profile to improve themselves. Through a positive self-presentation which then makes the individual form a positive profile that is unrealistic for others to see [15]. This is in line with the statement of [21] that positive self-presentation can help a person overcome self-threatening situations and increase the ability to feel happy because of the tendency for people to hold positive beliefs about themselves, so that individuals try to maintain a positive self-image and affirm through self-presentation.

Additional analyses were carried out to explore the results of the study. It is known that there is no difference in psychological well-being based on gender. This is not in line with the results of [25] that there is an association between psychological well-being and gender. This also shows a difference from the results found by [2] that women have

higher psychological well-being than men because women are more expressive of their feelings and are more interested in socializing with other people.

It is known that there is no difference in psychological well-being based on education. This is not in line with the statement of [2] that individuals who have a better level of education tend to have the ability to recognize the environment better so that their psychological well-being is higher. It is known that there is no difference between self-presentation in men and women on LinkedIn, this is not in line with the results of research by [32] that women prefer to show visuals and tend not to be open to unfamiliar public access, while men more open and let anyone to see. There is no difference in self-presentation between men and women on LinkedIn because LinkedIn is a professional network or social media that allows the public to have open access in order to get various relationships and opportunities in the professional world [31].

## 5. CONCLUSION

It is known that there is a positive relationship between psychological well-being and self-presentation in real self. This means that the higher the self-presentation on real self, the higher the psychological well-being of LinkedIn users. In addition, it is also known that there is a negative relationship between psychological well-being and self-presentation on false self. This means that the higher the self-presentation on false self, the lower the psychological well-being. Another result of this study is that the psychological well-being of LinkedIn users has no correlation with gender and education level. In addition, there is no difference in self-presentation between men and women on LinkedIn.

The results of the study show that self-presentation in real self and in false self can affect the psychological well-being of LinkedIn users in Indonesia. Therefore, researchers hope that LinkedIn users can be wiser in using LinkedIn by paying attention to the uploads made and paying attention to the content they consume. Research respondents can present themselves honestly, wisely, and responsibly so that the psychological well-being of the respondents can remain in good condition.

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## Ethics Policy

None.

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