

THE RELATIONSHIP BETWEEN PEER CONFORMITY WITH THE CONFIDENCE OF USER OF SOCIAL NETWORKING SNAPCHAT ON HIGH SCHOOL STUDENTS OF MUHAMMADIYAH 4 CAWANG EAST JAKARTA

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ABSTRACT

In this research is to analyze the relationship between peer conformity with self-confidence of social media users Snapchat media on high school students of Muhammadiyah 4 Cawang East Jakarta with population of 100 people, sample 100 people with data collection method using saturated sampling (census). Instrument of this research use two scale that is, scale of confidence of 32 item there are 19 item valid, and obtained reliability 0,882. Conformity scale consisting of 28 items there are 11 valid items, and reliability results of 0.802. Based on data analysis with Bivariate Correlation using SPSS 15.0 for Windows generated equal to -0.97 ($p > 0.05$). Then H_0 rejected and H_A accepted, stating "The relationship between peer conformity with confidence in high school students Muhammadiyah 4 Cawang received with a negative direction, the higher the conformity, the lower the confidence of high school students Muhammadiyah 4 Cawang East Jakarta.

Keywords: Self Confidence and Conformity.

INTRODUCTION

Nowadays people, especially young people, have made it easier to carry out all activities of daily life, with the existence of the internet network which has now expanded its network. One that we get from the internet network is a social networking service site. A social network service is a service in a network, platform or website that aims to facilitate the building of social networks or social relationships between people who have the same interests, activities, backgrounds or real-world relationships. Most of these services line the web and their users interact via the internet, such as electronic mail, and instant messaging. Social networking sites allow users to share ideas, activities and interests within their individual networks.

The rise of Snapchat social network users in modern society, especially among teenagers today, has made Snapchat a very popular social network. According to Ferina Novry Andhini (2014: 3) social media provides space for each individual to gain confidence, domination, attention, respect, acceptance, and appreciation which are part of the respect of others. A student is a user of the Snapchat social network. Schoolgirls are very friendly Snapchat.

Self-confidence is actually an important aspect of human personality as a means of actualizing one's potential. Maslow (in Alwisol, 2004: 24) says that self-confidence is initiated by self-concept, this is also in line with Lauster (in Ghufroon and Risnawati, 2010: 34) self-confidence is one aspect of personality which is a belief in self-ability someone so that he is not influenced by others and can act according to his will, is joyful, optimistic, tolerant enough, and responsible. This is reinforced by Lauster (in Maulida, Dhania 2012: 3) that self-confidence is

not an inherited trait but is obtained from life experience, and can be taught and instilled through education, so that certain efforts can be made to shape and increase self-confidence. Self-confidence is the extent to which the individual has confidence in his assessment of his own abilities and the extent to which the individual can feel the worthiness of Neill's success (in Tarwitri Nur Sintia Adilah 2015: 7). Thus it will be very important for adolescents to continuously cultivate self-confidence through various activities and by providing opportunities for adolescents to develop their creative power.

Humans by nature always want to live together and in groups, that is, humans who are one another always have relationships and live together. Jalaludin Rakhmat (2002: 150) explains that a number of people in a group say or do something, there is a tendency for members to say or do the same thing. This is also the same with adolescents who place peers as an important part of their development (Sarlito, 2005: 98). Therefore, adolescents will try to identify themselves with the group in terms of dress, behavior, and lifestyle. Conformity in adolescents generally occurs because they do not want to be seen as different from their peers.

According to Baron and Byrne (in Bismy Hafizha Mayara, Emma Yuniar Rahmah, and Marina Dwi Mayangsari, 2016: 75) conformity is a type of social influence in which individuals change their attitudes and behavior to suit existing social norms. It can be said that conformity is equating social groups because of the demands of these groups to conform. Conformity occurs when individuals adopt other people's attitudes or behaviors due to real or imaginary pressure, the greater the conformity the greater the pressure they experience.

Based on the results of observations and limited interviews at Muhammadiyah 4 High School Cawang, East Jakarta, almost on average they use the Snapchat application which is being liked by many young people. Some of the students reasoned using Snapchat because the filters in the Snapchat application are funny and interesting and also if you take a picture of themselves or a selfie on the Snapchat application it will look prettier and they also claim to be more confident. Although there may be some who are less active with Snapchat, but in order to be accepted in the student's peer group or because they are not confident because they do not use the Snapchat application, these students become active with Snapchat. This phenomenon is very interesting to be investigated further. "Is there a relationship between peer conformity and self-confidence towards the users of the Snapchat social network among high school students of Muhammadiyah 4 East Jakarta?"

METHOD

In this study there are two variables, namely the dependent variable (self-confidence) and the independent variable (peer conformity). Independent variables are variables that influence or the appearance of the dependent variable. The dependent variable is the variable that is affected or becomes a result because of the independent variables.

The population in this study were 100 Muhammadiyah 4 Cawang High School students, East Jakarta, who were active Snapchat users. Sampling in this study was carried out using saturated sampling technique (Census) where all members of the population were used as research samples (Sugiyono, 2003: 14).

RESULTS

Hypothesis testing was carried out to determine whether or not there was a relationship between peer conformity and the confidence of Snapchat social network users in Muhammadiyah 4

Cawang High School students, East Jakarta. Hypothesis testing was carried out using the Bivariate Correlation test with the SPSS 15.0 for Windows program.

The results of the Bivariate Correlation Conformity test with self-confidence obtained $(r) = -0.297$ and $(p) = 0.003 < 0.005$, thus the results of this study are "There is a relationship between peer conformity and the confidence of Snapchat Social Network users Students of SMA Muhammadiyah 4 Cawang, East Jakarta ". This means that it can be concluded that there is a significant negative relationship between peer conformity and the confidence of Snapchat social network users in Muhammadiyah 4 Cawang High School students, East Jakarta.

The normality test in this study used the Kolmogorov-Smirnov², because the number of subjects was 100. The results of the normality test showed that the self-confidence scale obtained by p was 0.10 p (< 0.05) and the peer conformity scale was p 0.020 p (< 0.005). Thus it can be concluded that the data on the self-confidence scale and peer conformity scale are normally distributed.

The average findings obtained for the confidence scale is 64.53 and the suitability scale is 40.78. Based on the results of the categorization, the confidence scale is at a moderate level and the conformity scale is at a moderate level.

The categorization of variables is based on the significant difference between the average finding score and the theoretical average score which is divided into 3 parts, namely: high, medium and low (Kuncono Teguh, 2005: 97).

DISCUSSION

There are many determinants of self-confidence in adolescents, one of the determinants of self-confidence according to Calhoun and Acocella (in Rifkha Zefira 2016: 5) is peers. The role measured in the peer group influences the individual's view of himself. Teenagers will try to be able to adjust and integrate with their group so that they can be accepted by their group. If adolescents feel accepted in their group, it will foster self-confidence in these adolescents. Sears, Freedman and Peplau (in Mayara. B.H et al. 2016: 75) state that self-confidence can affect a higher level of conformity. Derry's existing research (in Hanna Theodora Simanjuntak 2012: 31) shows that individuals who have low self-confidence tend to be more easily influenced by others. These individuals will display conformist behavior, meaning that a person's attitude or tendency is only to be a follower of a group, fully obedient to group rules, and not daring to express his own opinions or ideas and attitudes. This is reinforced by Ach's research (in Baron and Byrne 2005) on conformity which shows that those with little self-confidence almost always follow the majority of the group.

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Based on the description above, it can be seen that there is a relationship between conformity and self-confidence. Someone who has low self-esteem can use the Snapchat social network to make the individual more active in searching for various information and the Snapchat social network is a tool to make it easier for individuals to interact.

CONCLUSION

The conclusion of this study is that there is a relationship between peer conformity and the confidence of Snapchat social network users among Muhammadiyah 4 Cawang High School students, East Jakarta.

After conducting research and analyzing research data and concluding the data obtained from this research, it is hoped that this research can provide information in the field of insight and psychology, especially in the fields of developmental psychology and social psychology.

The results of the study show that conformity has a relationship with the self-confidence of SMA Muhammadiyah 4 Cawang East Jakarta students. Conformity is at a moderate level, while confidence is also at a moderate level. For this reason, students are encouraged to increase their self-confidence so that students are able to explore the potential that exists in Muhammadiyah 4 Cawang High School students, East Jakarta.

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