

SOCIAL DEFINITION PARADIGM: SHOWING BEHAVIOR OF YOUTH AMONG SOCIAL MEDIA

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Abstract

The phenomenon of showing off among young people on social media is becoming an increasingly important concern in social studies and psychology. The emergence of a social definition paradigm in understanding displaying behavior opens up an interesting discussion space regarding the reasons behind this behavior, the role of social media in influencing displaying behavior, as well as the social and psychological implications of this phenomenon. This study aims to understand the paradigm of the social definition of showing off behavior among young people on social media. This research involved a literature review which included related journals and books. The results showed that young people have motivation to show off behavior which is influenced by the need for social validation and recognition from peers. They use social media as a means to build their social identity and strengthen self-image. However, showing off can also have negative repercussions, including feelings of inferiority, dissatisfaction with oneself, and unhealthy social pressure. Young people are also influenced by the perceptions of achievement formed through exhibitions on social media. In addition, social media can also reinforce unrealistic beauty standards, especially for women. In conclusion, this study emphasizes the importance of awareness of the impact of showing off on social media on the psychological well-being of young people. Efforts to educate and develop a culture of appreciation for non-physical achievements can help young people develop a healthy self-image and improve their well-being in this digital era.

Keywords: Showing Behavior, Young People, Social Media.

INTRODUCTION

In this increasingly advanced digital era, social media has become an integral part of the daily lives of many individuals, especially among young people. Social media provides a platform that enables users to interact, share information, photos and videos with their friends and followers. However, the phenomenon of showing off or "showing off" behavior is also increasingly visible in the context of young people's use of social media. Show-off behavior on social media is an act taken by individuals to show off their life, achievements, and desired image to others. This could include sharing photos of lavish travels, proud academic accomplishments, or successes in their careers. In some cases, this ostentatious behavior also involves an overemphasis on physical attractiveness or a glamorous lifestyle. The phenomenon of showing off among young people on social media is becoming an increasingly important concern in social studies and psychology. The emergence of a social definition paradigm in understanding displaying behavior opens up an interesting discussion space regarding the reasons behind this behavior, the role of social media in influencing displaying behavior, as well as the social and psychological implications of this phenomenon.

The purpose of this study is to dig deeper into showing off behavior among young people on

social media by adopting a social definition paradigm. This research will investigate the reasons behind showing off, the strategies young people use to show off themselves, and their impact on individual well-being and social relationships. In this context, the relevant theoretical basis will be used to support this research. Social identity theory will assist in understanding how showing off can play a role in strengthening individual identity on social media. The concept of digital presence will provide an understanding of how individuals create their self-image in the virtual world. In addition, social comparison theory and social adjustment theory will also be used to explain the motivations and consequences of showing off among young people on social media. Thus, this study aims to make an important contribution to the understanding of showing off behavior among young people on social media and its implications for social and psychological aspects. The results of this research are expected to provide valuable insights in designing better strategies to manage and understand the dynamics of behavior in the rapidly growing era of social media.

The focus of this research is showing off behavior among young people on social media. This research will involve exploring and analyzing how young people use social media to showcase themselves, share achievements, and create the image they desire. In addition, this research will also look at the impact of this showing behavior on the welfare and social relationships of young people. The aim of this research is to understand the reasons behind showing off behavior, the role of social media in influencing this behavior, and the implications for the social life of young people.

Theoretical basis

This research can refer to several theories and concepts in the study of social behavior. Some theoretical foundations in this context include:

1. Social Identity Theory

This theory proposes that individuals develop their identity through affiliation with certain social groups. On social media, young people may show off to strengthen their identity and create recognition from their peer group.

2. Social Comparison Theory

This theory states that individuals tend to compare themselves with others in terms of achievement and quality of life. Showing off on social media can be influenced by the desire to build a better image than others or to gain social approval through comparison with their friends.

3. The concept of Digital Presence

Digital presence refers to the representation of individuals online through their profiles, content and interactions. Young people may try to expand their digital presence by showing off their interesting lives on social media.

RESEARCH METHODS

This study uses a literature study approach as a research model. Literature study is a research method based on the analysis and synthesis of previously existing sources of relevant information, such as research journals, books, reports and scientific articles. Researchers will collect, review, and analyze existing literature to understand the paradigm of the social definition of showing off behavior among young people on social media. The data in this study consisted of sources of information obtained from literature relevant to the research topic. The data includes concepts, theories, research findings, and approaches that have been proposed in the existing literature. This data will be used to support and strengthen understanding of the social definition paradigm of showing off behavior among young people on social media (Zed 2004).

The main data source in this study is scientific literature related to the research topic. These data sources can include scientific journals, books, articles, research reports, and other verified documents. Data sources can be obtained from academic databases, digital libraries, or other trusted sources of information. Research Techniques:

1. Data Collection

Researchers will collect scientific literature that is relevant to the paradigm of the social definition of showing off behavior among young people on social media. Data collection will involve a careful and selective search to select the most relevant and reliable sources.

2. Data Analysis

The data collected will be analyzed systematically and critically. Researchers will read, review, and understand the contents of existing literature. The data will be analyzed by comparing and mapping existing concepts, theories, findings, and approaches in the literature to identify patterns, themes, and relationships related to the paradigm of the social definition of showing off behavior among young people on social media (Hamzah 2019).

Through a literature study approach, this research will produce a comprehensive understanding of the paradigm of the social definition of showing off behavior among young people on social media. The results of this study will provide a strong theoretical foundation and in-depth understanding of this phenomenon, as well as provide a framework for further research in this field.

RESULT AND DISCUSSION

A. Result

a. Results of Research on Showing Behavior Among Young People on Social Media

After the researcher conducted an analysis of scientific literature related to the research topic. Among them include scientific journals, books, articles, research reports, and other verified documents. So the researchers obtained the following findings:

1. The results of the study show that young people use social media as a platform to showcase

their glamorous lives and impressive achievements. They tend to post photos of luxury trips, expensive purchases, and exclusive social activities (Kusumawati 2018).

2. The data shows that the main motivation behind young people's showing off behavior on social media is to gain social validation and recognition from their peers. They seek appreciation, comments, and high numbers of "likes" to boost their self-esteem.
3. The results of the study also reveal that showing off on social media can have a negative impact on the psychological well-being of young people. Those who are overly involved in showing off tend to feel dissatisfied with themselves and experience feelings of inferiority when they do not live up to the standards they set.
4. Data shows that social media can influence young people's perceptions of what is considered an achievement or success in life. They tend to compare themselves with others and feel pressured to show off impressive-looking achievements in order to be accepted and appreciated by others on social media (Nugroho 2017).
5. Studies also show that there are gender differences in showing off behavior on social media. For example, men are more likely to show off career achievements or physical achievements, while women are more likely to show off attractive physical appearances and glamorous lifestyles (Safitri and Aulianto 2018)..

B. Discussion

Basic Concepts

1. Definition of Show-Off Behavior Among Young People on Social Media

Showing behavior refers to the tendency of individuals to show off themselves, their achievements or wealth to others with the aim of gaining attention, recognition or social validation. This phenomenon is commonly seen on social media, where individuals actively share photos, videos, or stories that highlight their achievements or assets (Nugroho 2017).

The definition of showing off includes various aspects related to the act of exaggerating oneself. This can include showing off with material possessions such as luxury cars, jewelry, or other luxury items. In addition, showing off can also be related to academic achievement, career, skills, or physical appearance. Showing behavior is often driven by an individual's need for social validation and recognition from others. They seek attention and appreciation through showing off, and often gauge their self-worth by the number of positive followers, likes, comments, or reactions they get on social media.

However, showing off can also have a negative impact. Individuals who are too

focused on self-exhibition can experience feelings of inferiority if they don't get the expected response (Kusumawati 2018). In addition, paying too much attention to social exhibitions and validation on social media can also lead to addiction and mental health disorders. A clear understanding of the definition of showing off is important to examine this phenomenon holistically. In the context of research and broader social understanding, definitions of showing off help identify the factors that influence this behavior, the associated psychological implications, and strategies for managing and mitigating its negative impact.

2. Social Definition Paradigm

The Social Definition Paradigm is a framework used to understand how individuals interpret and understand display behavior in a social context. This paradigm recognizes that showing off behavior is not only determined by individual factors, but also influenced by social norms, values, and group perceptions. In the social definition paradigm, showing off behavior is understood as a social construction related to the surrounding social context. The social definition refers to shared understandings of show-off behavior that are shaped by social interactions and cultural influences. Through the process of interaction with others, individuals develop a shared understanding of what is considered showing off behavior and how this behavior is assessed (Rahayu 2018).

This paradigm emphasizes the importance of social factors in understanding showing off behavior. Social norms and values prevailing in society play an important role in shaping individual perceptions of showing off behavior. Social norms can include different views about what is considered appropriate for display and how display behavior is viewed by society. In addition, the social definition paradigm also recognizes differences in understanding and evaluation of showing off behavior among social groups. Each group may have different norms and values regarding showing off, which can influence their interpretation of and reaction to the behavior. By using the social definition paradigm, research and analysis of showing behavior can gain broader insights into how social and contextual factors influence perceptions, judgments, and the social construction of this behavior (Widyanto (last) and Murran, M 2020). This paradigm provides an important theoretical foundation for understanding display behavior in a more comprehensive social framework.

3. Social Media as a Context of Showing Behavior

Social media as a context of displaying behavior refers to the role and influence of social media in facilitating and influencing individual display behavior. In today's

digital age, social media has become a very popular platform for people to share content, showcase themselves and gain social validation from others. This material will discuss how social media provides a unique context for showing off. Through features such as posts, photos, videos and statuses, individuals can easily showcase their accomplishments, lifestyle, physical appearance or assets to a wider audience. Social media provides convenience and high accessibility to publish and share content quickly and widely.

In addition, social media also provides a means of interaction and connection with other people. Through comments, likes, or sharing, individuals can get responses and social validation from their peers or followers (Soeprianto 2019). This encourages showing off, as people want to gain attention and recognition from others through exposure and a positive response to the content they share. However, the role of social media as a context for showing off behavior can also have a negative impact. For example, social media tends to present well-curated lives, which can lead to unhealthy social comparisons and feelings of inferiority if individuals feel they do not measure up to the standards presented by others. Social media can also reinforce the desire to maintain a perfect image, thereby increasing psychological stress and creating dissatisfaction with oneself.

In the research context, understanding social media as the context of displaying behavior is important for understanding the factors that influence the intensity, form, and effects of displaying behavior. The use of social media as a platform to showcase oneself can affect social relationships, self-esteem, psychological well-being and group dynamics. Therefore, a deep understanding of the role of social media in facilitating display behavior allows us to develop better strategies and approaches in managing the social and psychological impact of this phenomenon (Kusumawati 2018).

4. Young People As a Particular Group

Young people as a particular group refer to the focus of research on showing off behavior in young age groups on social media. This group is often the subject of research because young people have a higher tendency to be active on social media and engage in showy behavior.

1. Youth Character

Young people are an age group that is in the transition period from adolescence to adulthood. They often seek identity and try various roles and experiments in their lives. Young people tend to be active on social media as a means of communication and self-expression. They are also more susceptible to social influence and pressure to

show themselves to others.

2. Identity Exploration

Young people use social media as a means to build and convey their identities. They often try different lifestyles, interests, and self-images in an effort to find their true selves. Social media provides a platform that allows them to show the part of themselves they want to show others.

3. Validasi Sosial

Young people tend to seek social validation and recognition from their peers and social groups. Social media provides an easy way to get attention and feedback from others through likes, comments and shares. In an effort to gain this social validation, young people may be tempted to flaunt accomplishments, physical appearance, and lifestyle that are perceived as attractive or extraordinary.

4. Technology and connectedness

Young people are the generation that grew up with advances in technology and easy access to social media. They are highly digitally connected and spend significant time on social media platforms. This makes them a group that is vulnerable to the influence and impact of showing off behavior on social media (Sari, N. P 2019).

Understanding youth as a particular group is important for investigating the factors that influence their display behavior on social media. Factors such as identity, self-exploration, need for social validation, and the influence of technology can influence young people's motivation and propensity to show off on social media. Research on showing off behavior in young people helps in understanding the psychological and social dynamics involved in this group in the context of social media.

Motivation Of Showing Off Behavior In Young People

1. Social Validation And Recognition

Social validation and recognition is one of the factors that encourage young people to engage in show-off behavior on social media. Social validation refers to an individual's need to be accepted, acknowledged, and valued by others in their social environment. In the context of social media, young people use self-exhibition as a way to gain validation from their online peers, followers or audience. (Soeprianto 2019).

Young people tend to seek appreciation, positive comments, and high numbers of "likes" as a form of social validation. They believe that if their posts get a lot of positive attention and recognition from others, it shows that they are recognized and accepted in their online community. A high number of "likes" and positive comments can give them a

feeling of satisfaction and strengthen their self-confidence. (Safitri and Aulianto 2018)

Recognition is also an important factor in motivating young people's showing off behavior on social media. Young people want to be seen as individuals who are successful, attractive, or achievers. By flaunting their achievements, attractive appearance or glamorous lifestyle, they hope to gain recognition from others for their success and success. The recognition can be in the form of comments, praise, or appreciation from their peers or followers. Show-off behavior by young people in an effort to gain social validation and recognition is often driven by the need to feel included and valued by their peer group. In a broader theoretical context, this motivation can be associated with social validation theory, social need theory, and individual psychological needs fulfillment theory. (Widyanto (last) and Murran, M 2020)

Understanding the role of social validation and recognition in young people's display behavior on social media can provide a deeper understanding of the reasons behind such actions. It can also provide important insights in efforts to manage healthy showing off behavior and promote the psychological well-being of young people in the digital age.

2. Building Social Identity on Social Media

Building a social identity on social media is one of the main motivations that encourage young people to engage in show-off behavior. Social media provides a platform where individuals can express and present aspects of themselves that they want to present to the online world (M. Rikzam Kamal 2020).

Young people selectively choose the content they share on social media with the aim of building a desired social image or identity. They use uploaded photos, statuses, stories or comments to create a picture of who they are, their interests, lifestyle, values and aspirations (Kusumawati 2018).

In a broader theoretical context, the construction of social identity in social media can be linked to identity construction theory, social cohesion theory, and digital identity theory. Understanding this role in youth's showing off behavior on social media helps in understanding how young people use these platforms to expand and express themselves, as well as understanding the psychological and social implications of social identity building on social media.

Recognizing the need for young people to build a social identity on social media is important in understanding the motivations behind their showing off behavior. This understanding can also assist in designing interventions or approaches that are healthier and more positive in using social media to strengthen social identity and promote youth

welfare (Rahmawati 2019).

The Impact of Showing Behavior on Young People

1. Psychological Well-being

Showing off behavior in young people on social media can have a significant impact on their psychological well-being. While they may initially seek validation and acknowledgment, relying too heavily on positive responses from others can lead to anxiety and emotional instability. Young people who are obsessed with their appearance and online popularity can experience stress, social anxiety, and feelings of insecurity if they don't get the response they want. Excessive showing off behavior can also cause dissatisfaction with their real life, considering the difference between the virtual world which is sometimes romanticized and the complex reality (Wijaya, S and Suryanti, R 2018).

2. Feelings of Inferiority and Dissatisfaction with Yourself

Young people who engage in showing off tend to experience higher feelings of inferiority and are dissatisfied with themselves. They may not feel good enough if their content doesn't get a lot of attention or appreciation from others. In addition, constantly comparing yourself to peers who also flaunt on social media can increase feelings of inadequacy and a sense of worthlessness. Dissatisfaction with their physical appearance, achievements, or lifestyle can interfere with their overall identity development and psychological well-being (Septiani, M., and Kurniawan, D. A 2019).

3. Unhealthy Social Pressure and Comparison

Show-off behavior on social media can also create pressure and unhealthy social comparisons among young people. When they constantly see posts from their peers featuring seemingly greater accomplishments, success, or happiness, they can feel pressured to aim for the same or even higher standards. These unhealthy comparisons can lead to a distorted perception of oneself, increased stress and decreased mental well-being. (Fitriani 2019).

Perception of Achievement and Success in Social Media

The display behavior of young people on social media is also related to perceptions of achievement and success. They often measure their achievements based on the number of "likes", comments, or followers they get on social media. Achievements or successes that are deemed not to be recognized on the platform may be considered failures or less meaningful. This can create an unhealthy cycle where young people are constantly trying to gain recognition and validation through showing off behavior, without regard to satisfaction or success in real life (Nugroho 2017).

1. The Influence of Social Media on Achievement Views

The influence of social media on perceptions of achievement includes the role of social media in shaping young people's perceptions and expectations regarding what constitutes meaningful achievement. Through social media, young people are often exposed to content featuring academic achievements, successful careers, luxurious trips and glamorous lifestyles. Continued exposure to such content can influence young people's perceptions of what constitutes adequate or worthy achievement.

Social media can also reinforce the need for social validation based on achievement. When young people see other people getting recognition and praise for their achievements on social media, they may feel challenged to pursue similar or even higher achievements to get the same recognition (Rahayu 2018). However, the influence of social media on views of achievement can also have a negative effect. Young people can feel anxious or feel inadequate if they feel that their accomplishments are not up to par with what they see on social media. This can lead to feelings of inferiority, dissatisfaction and excessive stress. Therefore, it is important to understand the influence of social media on views of achievement and develop a healthier and more realistic perspective on achievement in everyday life.

2. Standards of Beauty and Physical Appearance

Social media also has a significant influence on young people's perceptions of beauty standards and physical appearance. Social media platforms are often filled with images that showcase the perfect body image, glamorous lifestyle and idealized looks. Young people who are exposed to such content may feel compelled to conform to the beauty standards displayed (Septiani, M., and Kurniawan, D. A 2019).

Beauty standards that are unrealistic and often altered or edited through filters or photo editing can create pressure and feelings of dissatisfaction with their own physical appearance. Young people can feel insecure, lacking in worth, or feel they don't fit in if they don't live up to the standards set by social media. This can contribute to the development of negative body image, eating disorders, and mental health problems related to physical appearance. (Soeprianto 2019).

It is important to recognize the influence of social media on standards of beauty and physical appearance, and to encourage young people to adopt a more inclusive view and accept diversity in appearances. Building self-confidence and promoting a positive and healthy body image are important factors in reducing the negative impact of unrealistic beauty standards often displayed on social media (Setiawan 2017).

3. Actors of Achievement and Success

Social media facilitates exhibitionism, where young people often tend to flaunt their accomplishments and successes on the platform. They can share photos, stories or experiences that show their accomplishments in various aspects of life, such as academics, work, social life or hobbies. This display of achievement and success can be motivated by the desire to gain recognition, appreciation and validation from peers or followers on social media.

However, displays of achievement and success can also have negative effects. Young people can feel pressured to always be successful and impressive on social media, creating overload and anxiety over the judgment of others. In addition, excessive display of achievements can also create a competitive social environment and compare oneself with others, which can lead to feelings of inferiority and dissatisfaction with oneself (Sari, N. P 2019).

4. Self-Image and Self-Esteem

Self-image and self-esteem are two concepts that are closely related to showing off behavior among young people on social media. Self-image refers to an individual's perception of themselves, including how they see and describe themselves internally. Self-image can be formed through experience, social interaction, and self-perception. In the context of showing off behavior, self-image can influence a person's tendency to show achievements or positive aspects of themselves on social media. Individuals who have a strong and positive self-image may feel more confident in showing themselves off to others.

Meanwhile, self-esteem refers to individual judgments and evaluations of their own values and worth. This is closely related to positive or negative feelings about oneself. In the context of showing off behavior, individuals may use social media as a tool to build and increase their self-esteem. They seek social validation and recognition from others through self-exhibition and receive positive responses to the content they share. However, individuals with low self-esteem may feel the need to show themselves excessively and rely on external validation to increase their self-esteem (Kusumawati 2018).

Perceived self-image and self-esteem play an important role in understanding individual motivations to engage in show-off behavior on social media. Individuals who have a positive self-image and high self-esteem may tend to be more active in expressing themselves. They may see self-exhibition as a way to reinforce their own image and self-worth and gain further social validation.

However, it is important to remember that self-image and self-esteem are not only influenced by showing off on social media, but also by other factors such as life experiences, social relationships and internal self-esteem. Understanding the interrelationships between self-

image, self-esteem and display behavior can provide insight into the complex psychological dynamics involved in this phenomenon.

Gender Differences in Showing Behavior on Social Media

1. Men and Achievements Exhibition

In the context of showing off behavior on social media, men tend to be more likely to flaunt their achievements in various fields. They often share academic accomplishments, sporting achievements, professional success, or other accomplishments that are seen as symbols of status and success. Men often use it as a way to build a strong self-image, demonstrate competence and gain recognition from peers and followers on social media.

Display of achievement by men can also be related to the construction of masculinity in society, where success and achievement are considered important attributes. This can create pressure on men to always showcase their successes and put aside weaknesses or failures. Achievement exhibitions can influence men's perceptions of self-esteem and build their social identity on social media (Nurjannah and Fitriyaningsih 2018).

2. Women and Physical Appearance Exhibition

When it comes to showing off on social media, women are often more inclined to flaunt their physical appearance. They often share photos that show an attractive appearance, a fashionable style of dress, perfect makeup, or a body that is considered as ideal. This physical appearance exhibition can influence women's perception of their own body image and measure self-worth based on physical appearance that is considered favorable on social media.

The exhibition of physical appearance by women is often also related to beauty standards set by society and the media. Women can feel pressured to meet beauty standards that are often unrealistic and are often produced through photo editing or filters. This display of physical appearance can have a negative impact on women's body image, leading to feelings of dissatisfaction with their own appearance, low self-esteem, and even mental health problems related to physical appearance (Muslim, M. A. 2016).

It is important to be aware of the differences in display patterns between men and women on social media, and their effect on self-perception and self-esteem. This can help develop a more inclusive approach, encourage diversity in appearance and appreciation of non-physical achievements for women, and promote healthier and more positive perceptions of masculinity and femininity on social media.

CONCLUSION

This study investigates the social definition paradigm of showing off behavior

among young people on social media. The results of the study show that young people have motivation to show off behavior that is driven by the need for social validation and recognition. They use social media as a platform to build their social identity, which is reflected in showing off behavior. This show-off behavior has the potential to affect young people's self-image and self-esteem, with them associating their self-worth with the number of followers, likes, comments, and positive reactions they get on social media. The psychological impact of showing off behavior on young people is also revealed in this study. They tend to experience feelings of inferiority, dissatisfaction with themselves, and unhealthy social pressure due to comparing themselves to others. Social media also influences young people's perceptions of achievement, where they gain insights about success and achievement through exhibitions on social media.

In addition, this research highlights the role of social media in reinforcing unrealistic standards of beauty, especially for women. Showing off their physical appearance on social media can increase their risk of feeling inferior. In conclusion, it is important to raise awareness of the negative impact of showing off on social media on the psychological well-being of young people. Education is needed that teaches healthy and positive use of social media, as well as the development of a culture of appreciation for non-physical achievements. These efforts can help young people develop a strong self-image, improve their psychological well-being, and reduce unhealthy social pressures.

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