

CHAPTER V

In this chapter, the conclusions are drawn based on the previous chapters, alongside with the recommendations that can be beneficial for the parties that are involved and presented. This study is intended to find out if there is an influence of self-esteem and narcissism towards Instagram addiction. The hypothesis for this study was there is an influence of self-esteem and narcissism towards Instagram addiction. To test the hypothesis, data has been collected with the respondents of 100 emerging adults aged 18-25 years old by using multilinear regression analysis.

5.1 Conclusion

1. The result of this study shows that there is significant influence of self-esteem (X1) and narcissism (X2) on Instagram addiction. it can be seen from the multilinear regression tests of self-esteem and narcissism; it has significant value of 0.000 which is less than 0.01. Thus, it is concluded that the hypothesis can be accepted: self-esteem and narcissism have an influence on Instagram addiction.
2. This study indicates Instagram addiction can be explained by 65.3% (.653 adjusted R²) of the distribution of the influence of self-esteem and narcissism on Instagram addiction, the other 34.7% value is explained by the variables outside of this study.

3. Both of the coefficient value of self-esteem (0.363) and narcissism (0.470) is positive so it can be concluded that every time self-esteem and narcissism is increasing, the Instagram addiction will also increase.

5.2 Research Recommendation

1. Academic

The significance value result of the independent variables (self-esteem & narcissism) and dependent variable (Instagram addiction) is less than 0.01, which proves the influence of self-esteem and narcissism towards Instagram addiction. The influence percentage is 65.3%, it is suggested that the rest 34,7% and the factors influencing Instagram addiction should be explored and expanded by other researchers for future study while using this research as a data source and reference. In addition, because the constant value (2.509) is 4 times larger than the R square of independent variables (0.653). This indicates that R square value could increase if they were another 4 added variables.

2. Practical

The findings of this research provide further knowledge for emerging adults who actively use Instagram on the influence of self-esteem and narcissism towards their probability to have addiction to the platform. However, the research sample should be broadened to other variables as well, such as the

influence of Fear of Missing Out and Narcissism towards Instagram addiction, and other variables outside this study.

3. Social

Based on the findings from the study, test interventions such as motivational talks workshops, and coaching by targeting self-esteem and narcissism should be developed to reduce the addiction to Instagram. The design interventions have to promote a healthy self-esteem and a low narcissistic level that provide users with alternative strategies to cope with the negative emotions and social pressures. The level of narcissistic behavior on this research is less than 50%. However, the respondents should take care of themselves so they don't develop narcissistic tendencies on social media, one of which is by adjusting the intensity of social media use, not sharing self-portraits too often or posting statuses or locations on social media.

5.3 Research Limitations

1. The age range of respondents for this study is emerging adults between 18-25 years old, which was mentioned in the research background, as social media users of 18-25 age group has the highest percentage. Other age groups (e.g., children, teenagers, adolescences, and elderly) aren't included as the sample.

2. The lack of experience author has in conducting research and producing academic papers may resulted in lack of depth and generality of discussions compared to the works of professional and experienced scholars.
3. There could be other additional factors that affect how narcissism, self-esteem, and Instagram addiction interact. This may be mediated or moderated by elements such as self-liking, fear of missing out (FoMO), and loneliness which are all mentioned on chapter two. The accuracy of the conclusions may be hindered if these factors are not taken into consideration when analyzing the data.