

WHEN LIKES & FOLLOWERS DETERMINE SELF-WORTH, IMPROVING COUNSELING FOR COLLEGE STUDENTS IN THE DIGITAL AGE

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Abstract

This study investigates the profound influence of social media on students' self-esteem in the digital age, specifically how the number of likes and followers affects self-view and mental well-being. This situation creates significant social pressure, encourages unhealthy self-comparison, and has the potential to cause anxiety, depression, and self-image problems. This study will explore the role of counseling as an efficient intervention method to help students build positive self-esteem and overcome the negative effects of social media. This study will review the literature on the influence of social media on self-esteem, analyze related counseling techniques, and identify successful intervention strategies. The results of this study are expected to provide guidance for counselors and higher education institutions in designing comprehensive counseling programs to support students' mental health in the increasingly complex digital age.

Keywords: Likes & Followers; Self-Esteem; Mental Health; Digital Era

1. Introduction

The digital age has brought about enormous changes in human life, including how people shape their identity and self-esteem. Social media, with its various platforms, has become an important element in the lives of college students. However, the tendency of social media also brings new challenges, especially regarding its impact on mental health and self-esteem. Many college students misinterpret the number of likes and followers as a measure of self-worth, which causes severe social pressure and an unhealthy culture of comparison. The desire to gain recognition from others through online interactions can lead to anxiety, depression, and self-image problems. College students who rely too much on online support can experience decreased self-esteem when the number of likes and followers does not reach what is desired. Therefore, the function of counseling becomes very important in helping college students cope with the complexity of the digital world and build genuine and sustainable self-esteem. Counseling can provide a useful framework to help college students understand how social media affects self-views, develop healthy coping methods, and build self-confidence without relying on external recognition. This study will further investigate the mental and self-esteem of college students in this increasingly complex digital age, emphasizing the negative impacts of obsession with likes and followers.

2. Methods

This study uses a qualitative approach, namely understanding in depth with non-numerical data. This type of research is library research, which refers to the process of collecting, analyzing, and synthesizing information carried out through sources available in the library. This is a research method that involves searching and utilizing materials such as books, journals, and articles to obtain relevant data and information.



3. Results and Discussion

Self-esteem is one part of personality that has a big influence and an important role in a person's attitude and behavior. According to Coopersmith 1: "Self-esteem is an assessment made by a person and a habit in seeing oneself, especially in relation to acceptance, rejection, and signs of how much the individual believes in his/her abilities, values, success, and self-worth." In short, self-esteem can be interpreted as a "personal assessment" of a sense of worth or meaning expressed through the individual's attitudes towards himself/herself. (Stanley, 1967) "Stuart and Sundeen stated that self-esteem is a way for individuals to assess the results they have obtained by evaluating the extent to which their behavior is in accordance with their ideal self-standards. Thus, it can be concluded that self-esteem reflects how much the individual assesses themselves as someone who has ability, meaning, value, and competence. According to Maslow, self-esteem is seen as a need that needs to be fulfilled by individuals. Maslow divides this need for self-esteem into two aspects, namely: Respect or recognition from oneself which includes the desire to achieve competence, self-confidence, personal strength, sufficiency, independence, and freedom. Individuals want to realize or believe that they have value and are able to face all obstacles in their lives. (Hartler, 1999). Respect from others, such as recognition of achievement. In this case, individuals need recognition for their actions. Here, individuals will try to fulfill the need for self-esteem, after the need for love and belonging has been fulfilled or satisfied. Unsur-unsur harga diri. Menurut Coopersmith, terdapat empat elemen: kekuatan, keberartian, kebajikan, dan kompetensi.

A. Self-Relationship (Significance)

This causes a person to tend to have low or negative self-confidence. Therefore, the level of self-relationship can be assessed from the attention and love shown by the people around him. (Burn, 1993)

B. Personal Power

This power refers to an individual's power to influence others and manage themselves and others. The ability to control oneself and others can strengthen positive or high self-esteem. On the other hand, if not, different results will occur. Power is also related to initiative; individuals who have great power generally show high initiative, and vice versa. (Harris, 2001)

C. Ability (Competence)

Ability is defined as the great effort made to achieve achievements according to his age. For example, a teenage boy will try hard to succeed in academics and sports. If someone fails to achieve their goals or does not meet expectations, this indicates an ability that can support the formation of high self-esteem. On the other hand, if they fail to achieve their goals, the person may feel incompetent, which has the potential to lower self-esteem. D. Individual Compliance and Ability to Be a Role Model (Virtue). A person will be more accepted in society if they obey the existing rules and do not behave in a way that deviates from the norm. In addition, those who are able to be role models for others around them also receive positive acceptance. Compliance with social norms and the ability to set a good example can make someone widely accepted in their environment. A good environment can encourage high self-esteem, and vice versa. According to Maslow, there are two

main elements that influence a person's self-esteem: Self-esteem: This is the feeling that an individual feels valuable and sufficient in the conditions they currently have. If someone feels worthless, they will feel inferior, hopeless, and helpless. With a good understanding of themselves and the ability to assess what they have objectively, a person can build positive feelings about themselves. This includes both the advantages and disadvantages they have. Through deep self-awareness, a person can begin to appreciate themselves. (Gillovich, 2000)

2. Characteristics of self-esteem

The way a person assesses themselves is greatly influenced by how they go about their daily activities. Positive or negative attitudes can arise from the assessments made about themselves. Coopersmith states that there are three elements of self-esteem, namely: General self-esteem Self-esteem that changes based on experience, and Self-assessment. Individuals with high self-esteem tend to show confident behavior, feel satisfied, and accept themselves as they are. On the other hand, those with low self-esteem tend to lack self-confidence, which makes it difficult for them to interact in a social environment. Self-esteem is first formed when a baby is born and begins to interact with someone who is usually assessed based on certain norms and criteria. The characteristics that a person has will be assessed by others through interactions, which can assess individuals and show standards and values that are already known in society, which can be positive or negative. (Seidman, 2014) Characteristics of high self-esteem: A person who has high self-esteem will feel useful, feel confident, and confident in their abilities. They will also feel their need in this world. For example, a teenager with high self-esteem will be sure that he is able to achieve the expectations of himself and others. This belief will encourage teenagers to achieve what they want. According to Clemes and Bean, among the benefits of having high self-esteem are:

- 1) Individuals will be stronger in facing life's difficulties, more resilient, and more resistant to stress and problems, rather than feeling hopeless and giving up.
- 2) People will be more creative in their work.
- 3) They will be more ambitious in terms of emotional, creative, and spiritual, not just in terms of career and finance.
- 4) People will have high expectations in building positive and constructive relationships.
- 5) They will be more respectful and wise in treating others because they do not see others as threats.

feeling of self-esteem. Self-esteem includes an understanding of "who and what I am". Everything related to a person is always judged based on certain standards and criteria The characteristics inherent in a person will be included by others in the interaction process, which can test the individual, showing the standards and values of self that are internalized by society and others in attitudes that can be positive or negative. Characteristics of high self-esteem: Those who have high self-esteem will feel useful, useful, confident, and confident in their abilities. They will also feel needed in this world. For example, a teenager who has high self-esteem will be confident that he can achieve the achievements expected of him and others. Confidence will encourage teenagers to achieve what they want. Facing challenges in the digital world requires a variety of approaches such as combining social media, digital skills, and innovation in the business world. Business people are expected to be able to evaluate technology that continues to change. They cannot just rely on manual or offline methods. A more efficient marketing strategy is needed, such

as through digitalization by utilizing online platforms. One method that can be applied is the use of social media which provides easy access to consumer information for business people. A study conducted by Herdiyani, Auliana, and colleagues in the year is an effective way for business people to achieve their goals more easily. In today's digital era, social media plays an important role as a communication tool that can be used by companies and business actors to increase customer loyalty. This is also reinforced by the statement of Herdiyani and Auliana in the same year, which highlighted social media as an important part of interesting business communication to be utilized in expanding the business. Online businesses can be run easily if supported by a good understanding of digital literacy. Research by Amin, Nasution, and colleagues in 2021 showed that if consumers feel positive brand value from their interactions on social media, this will increase their chances of shopping. The results of this study confirm the importance of social media in a business context. (Ardi, 2017)

Social media has become an important channel for companies to interact with customers, listen to their opinions, and engage in dialogue. Based on the results of this survey, companies that successfully utilize social media platforms to interact with their customers tend to have better closeness. In addition, customer loyalty and brand recognition have increased thanks to this positive impact. The results of this study support studies that show how important social media is as a tool for analyzing and meeting user needs, as well as for designing more efficient marketing campaigns. Companies that are most likely to attract customers are those that can successfully integrate social media into their strategies. This finding shows how crucial corporate innovation is in a highly competitive and ever-changing market environment. The ability of a company to create and implement new ideas that provide benefits is known as business innovation. The results of this study indicate that companies with good innovation capabilities have an advantage in making strategic decisions. This innovation can include developing new products, improving work efficiency, or implementing the latest technology to identify market trends. This finding is in line with the view in the literature that emphasizes the importance of innovation in being able to adapt to changing customer needs and shifts in the market. (Brown, 2017)

4. Conclusions

In the digital age, students now face more complex pressures, both from the demands of studying and the impact of social media. In their efforts to find their identity and self-worth, many feel confused, anxious, and even a crisis in their identity. Therefore, the presence of adaptable and easily accessible counseling services is crucial to support students in this process. The use of digital platforms allows counseling services to reach more people in a flexible and personal way. With the right approach, counseling in the digital age can be an effective tool to help students understand themselves, build healthy self-esteem, and develop mental resilience in facing the challenges of the times.

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