

Analysis of the Influence Social Media and Student Self-Actualization: A Systematic Review of the Study

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ABSTRACT

This study aims to explore the motivations and antecedents of individuals using social media as a means of fulfilling psychological and social needs for self-actualization. In the digital era, social media platforms like TikTok and Instagram are not just tools. communication, but room interaction symbolic for individual for reach growth, potential achievement, and fulfillment self. The literature search process is carried out by referring to guidelines Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA). The article search was conducted using the Publish or Perish application with the Google Scholar database. Based on a systematic selection process, 8 scientific articles were obtained that met the inclusion criteria for further analysis. continued. Study results shows that the use of social media pushed by need actualization self and entertainment, Which Then manifest in the formation of self-image and digital identity. The like feature plays a crucial role as a form of appreciation and social approval that can increase self-confidence and influence status social users in world virtual. However, dependence on validation This It also triggers performative behavior and psychological burdens that lead to a desire for a break. Theoretically, individuals with low self-esteem tend to use these platforms to seek acceptance, while those with high self-esteem focus on increasing popularity. In conclusion, social media serves as a platform for integrating social identity and basic human self-actualization needs, helping to build an ideal image in the public eye

Keywords: *Media Social, Actualization Self, Image Self, Validation Social, Teenager.*

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INTRODUCTION

The development of social media in the digital era has brought significant changes to the way individuals communicate, express themselves, and construct social identities. Social media serves not only as a means of sharing information but also as a space for symbolic interaction. Which allows individual get confession social through various feature, one of them is like. Feature like become indicator popularity, reception social, And form feedback instant Which own influence psychological to its users, specifically teenager as a productive age group that is active in using social media.

Adolescents are in a phase of psychosocial development that emphasizes identity discovery and self-actualization. In this context, social media is often used as a platform to showcase abilities, achievements, perspectives, and lifestyles. The number of likes a particular post receives is often interpreted as a form of social validation, which can influence students' self-confidence, motivation, and how they present themselves

in the digital space. Therefore, That, phenomenon like No Again nature neutral, but potential form behavior and student self-actualization orientation.

Phenomenon “like” in media social in Indonesia is part important from culture digital which is growing along with rapid penetration platform like Instagram, TikTok, And Facebook among the public, especially the younger generation. Interaction in the form of likes not only functions as sign agreement or appreciation to content, but Also become indicator social which reflects acceptance, recognition, and social status in cyberspace. Many users view the number of likes as a form of social validation that can influence how they present themselves (self-presentation) and shape their desired social image in the eyes of friends or the public. This is evident in various studies academics who analyze user behavior on Indonesia, for example study Which find that visibility feature like can strengthen the taste believe self (self-confidence) individual, Because like perceived as symbol appreciation and acceptance from others, although there is also a tendency to hide the number of likes in order to maintain the psychological well-being of users (Susilawaty et al., 2023).

Besides That, phenomenon This Also related with behavior flexing in Instagram, in where uploads Getting lots of likes is used as a way to express oneself or build an ideal image among peers, especially among teenagers and students in Indonesia (Badar, 2025). Other research shows that feedback in the form of likes on posts, such as selfies, can significantly impact users' self-esteem; groups that receive additional likes show increased self-esteem, while those that don't receive likes tend to experience a decline (Maulina Sitompul & Nurmina, 2021). Overall, this phenomenon of likes is not merely a digital interaction, but also reflects the complex social and psychological dynamics in Indonesian society.

Interaction in the form of likes on Instagram is a form of social feedback that has a psychological impact on users, including in the process of identity formation and actualization. self. Like can functioning as form confession social Which strengthen flavor self-esteem (price self) And characteristics self Which desired in room digital, Because like often considered as proof that content And image self Which displayed get reception from person other. In Lots studies, response positive like like has associated with increasing self-confidence and self-esteem, which are important elements in self-actualization, namely the fulfillment of potential and authentic self-expression on social media (Zulfianti et al., 2024).

Actualization self is need psychological highest in hierarchy need man which plays an important role in developing an individual's potential, creativity, and meaning in life. According to Maslow, actualization self happen when somebody capable optimize ability, talent, and their full potential, so that individuals feel meaningful, satisfied, and empowered in their social and personal lives. The urgency of self-actualization is increasing in the modern and digital era, especially among students, because of the increasing demands for achievement, identity expression, and social recognition. Research by (Syauta & Yuniasanti, 2017a) shows that individual Which own level actualization High self-esteem tends to have better mental health, stable self-confidence, and the ability to adaptation social Which positive. Matter This strengthened by studies (Syauta & Yuniasanti, (2017b) which states that self-actualization contributes significantly to the formation of self-concept and achievement

motivation, thus becoming an important factor in personality development and psychological well-being. Thus, self-actualization is not only individual, but also has social implications. Which wide, Because individual Which actualized tend more productive, creative, and able to contribute positively to society.

Study related actualization self And like in media social become important Because phenomenon Today's digital era shows that online interaction, especially through social media such as Instagram, is not only a means of communication but also a place to express oneself and look for confession social. Like, comment, And amount follower often perceived as a form of validation from others, which can influence an individual's perception of themselves and their level of self-actualization. By examining this relationship, we can understand the extent to which media social play a role in form identity, trust self, And achievement individual personal goals, especially among students who are at the stage of self-exploration and development potential. Besides That, study This Also give insight for psychologist, educators, and practitioners media For designing intervention or program Which support use social media in a healthy way, so that self-actualization does not only depend on external recognition, but remains in line with authentic self-development.

This study aims to explore the motivations and antecedents of individuals using social media as a means of fulfilling psychological and social needs for self-actualization. In the digital era, social media platforms like TikTok and Instagram are not just tools. communication, but room interaction symbolic for individual For reach growth, potential achievement, and fulfillment self. The literature search process is carried out by referring to guidelines Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA). The article search was conducted using the Publish or Perish application using the Google Scholar database. Based on a systematic selection process, eight scientific articles were obtained that met the inclusion criteria for further analysis.

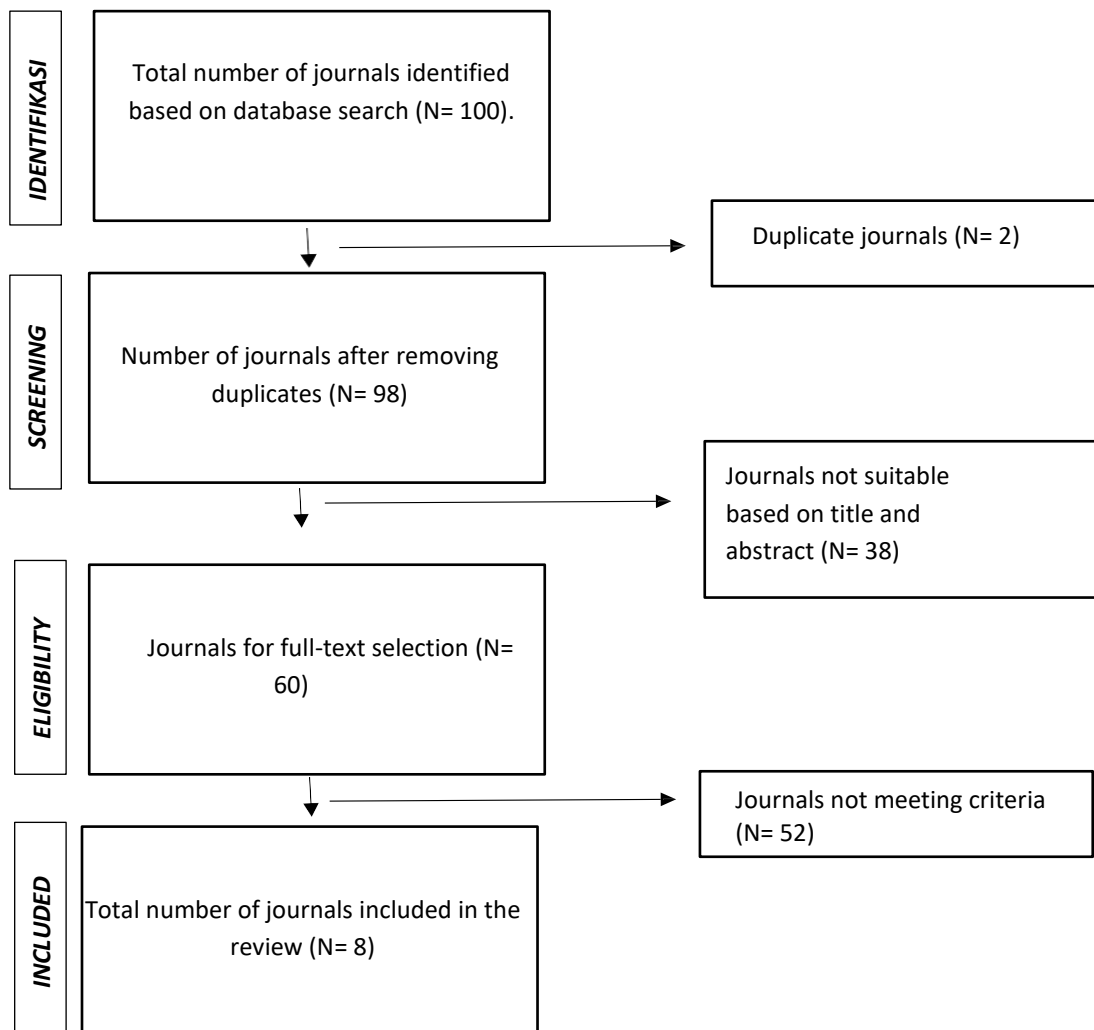
METHOD

The process of searching and selecting articles in this study follows the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines to ensure traceability, objectivity, And systematics in election literature. Channel selection journal presented in Figure 1 PRISMA Graph. The first stage is identification. At this stage, the researcher conducted an article search using the Publish or Perish (PoP) application version 8 with source search main Google Scholar. Use Publish or Perish aim to help researchers systematically manage search results, avoid duplication, and facilitate initial filtering based on article metadata. The keywords used are tailored to the research focus, namely Like Social Media and Self-actualization.

The search process yielded 100 initially relevant articles based on keyword suitability. Next, a screening stage was conducted. At this stage, the researcher identify article Which duplicated use Mendeley. The result, found Two duplicate journals were included, leaving 98 articles. The researchers then conducted further filtering based on fully accessible data. The results revealed 38 journals that were not fully accessible, leaving 60 journals. to be continued with look for journal Which in accordance with title And abstract. On stage In this study, 34 journals were eliminated because they did not match the research focus. This mismatch caused by a number of reason, between

other that is journal No discuss variables social media, journal No linking media social And actualization self, as well as journal focus on non-psychological or non-social contexts. Thus, 26 journals remained that were deemed relevant for further review. The next stage was eligibility. At this stage, the researcher conducted review to text complete (full text) of 26 journal the. Evaluation eligibility is carried out based on the established inclusion criteria, including the suitability of research variables (media social And actualization self), availability article in a way intact, as well as relevance research results with the study objectives. From this process, 13 journals were declared inappropriate and were removed Because a number of reason, like variables No investigated in a way direct, focus different research, unclear methods, or discussions irrelevant to the objectives of the systematic review. The final stage is inclusion. Based on the entire selection process, the following are obtained: 13 journal Which fulfil all criteria inclusion and stated worthy of further analysis. These journals were then used as the primary sources in the discussion of the antecedents of social media and their relationship to self-actualization in this study.

Picture 1. Chart Channel Selection Journal PRISM



FINDING AND DISCUSSION RESULTS

The results of the review found that there are 15 antecedents of social media and self-actualization. Regarding the antecedents of social media and self-actualization, the results of the review indicate that formation identity self is variables Which most dominant appear as antecedent factors. Almost all over study put identity self as condition psychological which is closely related to the emergence of self-actualization in using social media. In addition to self-identity, several studies have also identified other psychological factors as antecedents of social media, such as self-esteem, self-image, and self-satisfaction. Overall, Table 1 shows that social media is a multidimensional phenomenon influenced by a combination of psychological factors, with self-identity, self-esteem, self-image, and self-satisfaction being the most consistent antecedents found across various research contexts.

Table 1 List Antecedents Media Social And Self -Actualization

No	Writer	Respondents	Antecedent
1.	Yuntaffiani & Erlangga (2025)	5 Respondents (Gen Z social media user & has a second account)	<ul style="list-style-type: none"> • Need growth • Need for Potential Achievement • Self -Fulfillment Needs • Needs Encouragement
2.	Sofa et al., (2023)	2 Indirect participants (Observing) Instagram belongs to Trungku Sakhra and Zulkarna	<ul style="list-style-type: none"> • TikTok as entertainment media • TikTok as media actualization self
3.	Tanjaya (2022)	Teenagers with the number followers on 100	<ul style="list-style-type: none"> • Formation image self
4.	Sa'idah & Nisrina (2024)	Teenage girls aged 15-19 who use the application Instagram more of 6 month	<ul style="list-style-type: none"> • Performative self • Social identity • Award
5.	Daughter & Isrofins (2021)	116 high school students who use the TikTok application	<ul style="list-style-type: none"> • Satisfaction self • Desire to Rest • Identity self • Fulfillment of Social Needs
6.	Prawiro et al., (2024)	479 respondents who use media social	<ul style="list-style-type: none"> • Award

7.	Natasha & Kholil (2025)	80 Respondents Student KPIs who actively use TikTok	<ul style="list-style-type: none"> • Introduction Potential Self • Basic Actualization Needs • Improvement Self - motivation
8.	Ari & Sekarningrum (2025)	Instagram users in the 19-23 age range	<ul style="list-style-type: none"> • Formation Image self • Formation digital identity

DISCUSSION

Based on a systematic review of eight reviewed articles, like-oriented social media use can be understood as a psychological phenomenon driven by the need for self-actualization. Based on this, it can be seen that self-development is a frequently discussed topic in relation to social media use and self-actualization. This is because self-acceptance derived from the social environment on social media can generate immediate rewards such as likes, comments, and followers. Matter the become gauge measuring flavor valuable self for individual. Individual feel that himself accepted when surfing in the media social And accept a number of reward. However, this dependence on external validation is fluctuating because it can essentially increase as well as decrease their self-esteem (Putri & Isrofins, 2021)

Aspect psychological like satisfaction self And fulfillment need social become driver which is very crucial in social media interactions. Although individuals sometimes have the desire to rest for a moment from hustle and bustle world virtual, need For maintain identity A stable self still forces them to interact again. Social media has succeeded in answering the basic human need for social connection, in where are the feelings valuable often appears when individuals feel relevant in the eyes of others (Yuntaffiani & Erlangga, 2025).

Activities on social media are a form of self-performance that aims to build identity. social Which sturdy in middle community online. Individual tend display behavior or work certain for the sake of get awards and validation from social group. When the digital performance is received with well, individuals will feel have a clear social position, Which on Finally strengthen flavor attachment they to environment social digital (Sa'idah & Nisrina, 2024).

Social media is often used as a primary instrument in the formation of a desired self-image. by individual. Through process curation content Which careful, users try building positive visual and narrative representations to create a certain impression in the public eye. This antecedent suggests that the desire to control others' perceptions of one's character is a strong motivation for someone to be highly active in regularly managing their social media accounts (Ari & Sekarningrum, 2025).

Individuals use social media as a primary means to meet their needs for growth, potential achievement, and self-fulfillment. Social media platforms provide a space for users For explore talent Which Possible No distributed in real world, thus creating a strong drive to optimize one's capacity through digital content. With this medium, the self-development process becomes more measurable through direct feedback received

from a wide audience. Individuals who use social media are essentially trying to develop themselves and reach their full potential. Self-actualization stemming from an orientation toward achieving one's potential will essentially lead to need something reward. In matter use media social individual Which Getting additional likes, comments and followers will help individuals be motivated to increase self-actualization (Sa'idah & Nisrina, 2024; Sofa et al., 2023; Tanjaya, 2022)

One of the most frequently used social media platforms is the TikTok app. TikTok's use is driven by individuals' need for entertainment and an effective means of self-actualization. As a platform that prioritizes visual creativity, TikTok allows individuals to express their unique side in a fun way. so that need will confession existence can fulfilled through method entertaining. Matter This make media social No just tool communication, but room for individuals to show who they really are to the world (Sofa et al., 2023).

Through social media, individuals carry out a process of in-depth self-recognition and potential recognition at the same time. make an effort fulfil need actualization base. Every interaction, start from giving

From comments to appreciation of work, it serves as a self-motivating force to continue developing. The existence of an instant social reward system on digital platforms encourages individuals For Keep going look for ways new in show talent they for the sake of gaining wider recognition (Natasya & Kholil, 2025). The use of social media ultimately leads to the formation of a digital identity, a combination of intentionally constructed self-images. This digital identity becomes a permanent representation of an individual's existence. in era modern, in where limitation between life real And world virtual the more thinning. With manage identity This in a way consistent, individual feel has succeed build a credible profile, which reflects their achievements and position in the current digital society structure.

CONCLUSION

Based on data antecedents And phenomenon behavior users media social Which has The following conclusions can be drawn: Social media, particularly platforms like TikTok and Instagram, have transformed into crucial symbolic interaction spaces for individuals to fulfill their needs for growth, potential achievement, and self-fulfillment. digital This pushed by motivation actualization self, in where feature like like And comments serve as a form agreement social and instant rewards that validate one's existence. In a way psychological, use media social play a role in formation image self and digital identity. For teenagers and students, the amount of public support online is an indicator popularity Which in a way direct influence trust self And satisfaction self. This creates a cycle in which individuals continue to perform self-performative behavior to gain social acceptance, despite the desire to take a break to maintain psychological well-being.

The use of social media is a manifestation of an individual's efforts to integrate their identity. social they with need actualization base. Success in build ideal image in the eyes of the public not only provides emotional satisfaction, but also becomes a strategic tool for individuals to recognize their potential and increase motivation in a competitive digital ecosystem.

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