

Online Self-Presentation and Braggadocian Behavior in Millennials

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Abstract

Social media is a form of technological development that gives rise to a new behavior called braggadocios behavior, which is often characterized by always uploading status/tweets to show how cool and famous someone is. In addition, social media is one of the new social platforms where someone will try to create their desired impression, which is called, online self-presentation. The millennial is the generation that is most familiar with social media. Because they like the form of interaction in it. The purpose of this research is to find out the relationship between online self-presentation and braggadocios behavior in the millennial generation. This study is using a quantitative method with correlational analysis. The research subjects are Semarang State University students spread across the Faculty of Education, Faculty of Economics, Faculty of Languages and Arts, and the Faculty of Law with a total of 347 subjects. Spearman Rho is used to analyze data that were collected. The results showed that the hypothesis can be accepted, with a correlation coefficient (r) of 0.853 with a significance level of 0.000. This means that there is a positive relationship between online self-presentation and braggadocios behavior in the millennial generation. The bridging aspect between both variables is multiple identities, which consist of the identity from birth (ethnicity, religion, and gender) and artificial identity. Media users will emphasize artificial identity and make it an ideal self.

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INTRODUCTION

The change from direct communication to indirect is an evolution in the field of technology and the internet that led to the emergence of social media. Social media is a communication tool used by individuals and groups in social processes that exist in society (Mulawarman & Nurfitri, 2017). Social media makes it easier for us to have social interaction with anyone. However, some people use social media to show them. Solihah (2020) wrote that Denise Charista uploaded a video featuring herself and her friends hanging out in a mall. This made it viral on social media TikTok. He said that rich people like them just gather and eat in the mall. It can be seen in every post that Denise shows off that she is a rich man, besides that she shows off her activities every day. It's as if the rich man is food, clothes, clothing, or self-care as he does. However, lately, there has been a trend of showing off treasures. One of them is the balance review challenge on TikTok, Instagram, and Twitter. Sumartiningtyas (2021) wrote that this challenge begins with the sound, "Handsome, review the balance". Then they will show you their remaining ATM balance. This trend is a place to show off most people. Erik Qualman (Nurudin, 2018) this is the impact of social media which is braggadocios behavior. Erik Qualman (2009) argues that braggadocios behavior, when someone continues to microblog, and updates their status through social media, then it becomes a competition of who does the coolest thing.

The phenomenon of braggadocios behavior also occurs among the millennial generation. The millennial generation in question is those born between 1980 to 2000. This is because the millennial generation is more familiar with social media compared to the previous generation. Braggadocios behavior is the behavior of individuals who often update their status or tweet to show that they are cool or exist. Aspects or motives of a person that can be grouped under braggadocios behavior are altruism, hedonism, connectionism, homophily, narcissism, multiple identities, memetics, and tribalism. The driving factors of braggadocios' behavior are social media, hedonism, the desire to always be connected, narcissism, and catharsis.

Qualman (2009) argues that millennials prefer messaging on social media. Because they feel the experience is like a conversation in person. Kuen-Kuen (2022) Millennial energy tends to interact on social media by updating their status 2-5 times (79.50%), 6-8 times (52.5%), and >8 times (3.2%) in using social media. However, millennials strive to present themselves ideally in interacting. They will present themselves in social media as well as possible to be accepted in social media or known as online self-presentation. Rozika & Ramadhani (2016) argue that online self-presentation is a behavior in the online world that aims to cause an impression on others and is influenced by various specific motives. Michikyan, Subrahmayam, & Dennis (2014) argue that online self-presentation is the behavior of individuals who present themselves with different aspects of self or self such as real self, ideal self, and false self when interacting in cyberspace. The purpose of this study is to determine the relationship between online self-presentation and braggadocios behavior. Then find out the descriptive Figure of online self-presentation and braggadocios behavior in the millennial generation.

METHOD

Online self-presentation is an effort by a person or group that is realized or unconscious to cause the desired impression in cyberspace. The aspects of self-percentage are the real self, ideal self, and false self. Factors that influence self-presentation in cyberspace are self-presentation theory, popularity, self-esteem, body image, personality, gender, narcissism, and emotions. The types of self-presentation strategies are ingratiation, intimidation, self-promotion, exemplification, supplications, and self-handicapping.

This research is quantitative research with a data collection method in the form of questionnaires. A questionnaire is several questions or written statements about factual data or opinions related to respondents, which are considered facts or truths that are known and need to be answered by respondents (Sutoyo, 2017). The questionnaire used by the researcher is in the form of a scale. The scale is made in the form of a Likert scale made in favorable and unfavorable statements combined to form a value that represents individual traits. This study uses a scale with five alternative answers, namely Very Suitable (SS), Appropriate (S), Less Appropriate (KS), Not Appropriate (TS), and Very Inappropriate (STS). The scale used is the SPFBQ Scale developed by Michikyan (2014) to measure online self-presentation and the Braggadocian Behavior Scale developed by the researchers themselves to measure braggadocios behavior.

The sampling technique used is probability sampling. Probability sampling is a sampling technique that provides equal opportunities for each population subject to be selected as a sample (Sugiyono, 2016). The probability sampling technique used is cluster random sampling. This technique is used to determine samples when the object or data source studied is very broad (Sugiyono, 2016). The subjects used were Semarang State University students who were in four faculties, namely the Faculty of Education, Faculty of Economics, Faculty of Law, and Faculty of Language and Arts as many as 347 subjects. Data analysis is used by researchers, which is Spearman's correlation techniques using data processing programs.

RESULT DAN DISCUSSION

The normality test is performed before the researcher conducts a hypothesis test. Researchers used the Shapiro-Wilk Test technique because the study data was an interval, data retrieval was randomized and was carried out between two direct variables. Here is a table of normality test results:

Table 1. Normality Test Result

Group		Kolmogorov Smirnov			Shapiro Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
Data	SPFBQ	.226	347	.000	.858	347	.000
	BB	.243	347	.000	.853	347	.000

a. Lilliefors Significance Correction

Based on the table above, the results of the analysis using parametric analysis show the significance of abnormally distributed data. This is shown by a Shapiro-wilk value of 0.00 with a significance value of <0.05 . Hypothesis testing in this study used the Spearman's rho correlation analysis technique using a data processing program. This is because the distribution of data is abnormally distributed. Here are the results of the hypothesis test:

Table 2. Result of a hypothesis test

			SPFBQ	BB
Spearman's rho	SPFBQ	Correlation Coefficient	1.000	.853**
		Sig. (2-tailed)	.	.000
		N	347	347
	BB	Correlation Coefficient	.853**	1.000
		Sig. (2-tailed)	.000	.
		N	347	347

** . Correlation is significant at the 0.01 level (2-tailed).

Based on the table above, the results of statistical calculation analysis show significant results ($r = 0.853$). The hypothesis in this study is accepted.

Braggadocian Behavior is the behavior of individuals who often upload statuses or tweets to show that they exist. They also upload their activities all the time. According to Simsek (2015) has several aspects, (1) Altruism; (2) Hedonism; (3) Connectionism; (4) Homophily; (5) Narcissism; (6) Multiple Identities; (7) Memeties; (8) Tribalism. The scale used in this study is the Braggadocian Behavior scale made by researchers, with a total of 39 items, the highest score of 183 and the lowest score of 50, a hypothetical mean score (μ) of 117, and a standard deviation (σ) of 26. Here is a result of Braggadocian Behavior on the millennial generation.

Table 3. Braggadocian behavior category in the millennial generation

Formula	Interval	Category	F	%
$X < (\mu - 1,0 \sigma)$	$X < 91$	Low	8	2,31 %
$(\mu - 1,0 \sigma) \leq X < (\mu + 1,0 \sigma)$	$91 \leq X < 143$	Halfway	133	38,33 %
$(\mu + 1,0 \sigma) \leq X$	$143 \leq X$	High	206	60,81 %
		Sum	347	100 %

Based on the table above, it is known that the level of braggadocio behavior in the millennial generation who use social media is in the high category with an interval of $143 \leq X$ and has a percentage of 60.81%. Then in empirical calculations assisted by data processing software, the results of research in the form of descriptive data descriptions show the results:

Table 4. Descriptive statistics overview of braggadocios behavior in millennials

Descriptive Statistic	BB
Valid	347
Mean	146,71
Std. Deviation	28,205
Skewness	-0,660
Std. Error of Skewness	0,131
Kurtosis	-0,879
Std. Error of Kurtosis	0,261
Minimum	50
Maximum	183

Based on the results of descriptive statistics, a hypothetical mean (μ) of 146.71 was obtained. The value is included in the high category with an interval of $143 \leq X$ so that a descriptive Figure of

Braggadocian Behavior in the Millennial Generation in the high category can be concluded. Here's the presentation on Braggadocian Behavior:

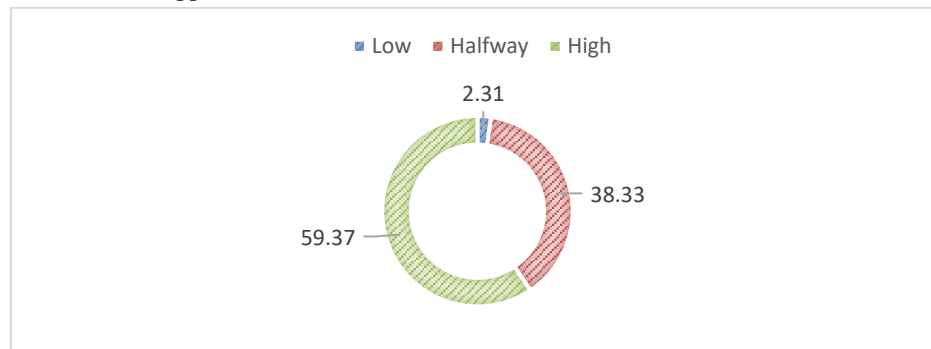


Figure 1. Overview of Braggadocian Behavior in the Millennial Generation

Online self-presentation is an effort by a person or group that is realized or unconscious to cause the desired impression in cyberspace. Online self-presentation has three aspects. Michikyan et al (2014) suggest that three muskies are online self-presentation, namely, (1) real self, (2) ideal self, and (3) false self. The scale used in this study is the SPFBQ scale developed by Michikyan with a total of 17 items, the highest score of 80 and the lowest score of 22, a hypothetical mean score (μ) of 51, and a standard deviation (σ) of 11.3.

Table 5. Category online self-presentation at generation millennial

Formula	Interval	Category	F	%
$X < (\mu - 1,0 \sigma)$	$X < 39,7$	Low	14	4,03 %
$(\mu - 1,0 \sigma) \leq X < (\mu + 1,0 \sigma)$	$39,7 \leq X < 62,3$	Halfway	120	34,58 %
$(\mu + 1,0 \sigma) \leq X$	$62,3 \leq X$	High	213	61,38 %
		Sum	347	100 %

Based on the table above, it is known that the level of braggadocio behavior in the millennial generation who use social media is in the high category with an interval of $62.3 \leq X$ and has a percentage of 61.38%. Then in empirical calculations assisted by data processing software, the results of research in the form of descriptive data descriptions show the results:

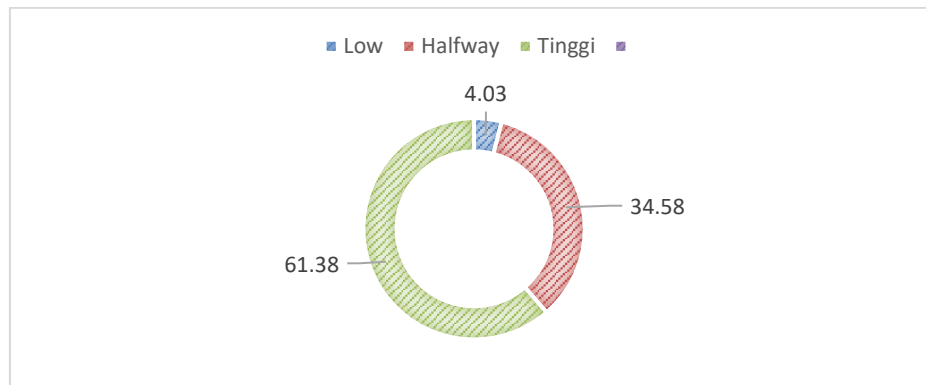
Based on the table above, it is known that the level of braggadocio behavior in the millennial generation who use social media is in the high category with an interval of $62.3 \leq X$ and has a percentage of 61.38%. Then in empirical calculations assisted by data processing software, the results of research in the form of descriptive data descriptions show the results:

Table 6. Statistics overview of online self-presentation in the millennial generation

Descriptive Statistic

	SPFBQ
Valid	347
Mean	63,90
Std. Deviation	13,360
Skewness	-0,873
Std. Error of Skewness	0,131
Kurtosis	-0,353
Std. Error of Kurtosis	0,261
Minimum	22
Maximum	80

Based on the results of descriptive statistics, a hypothetical mean (μ) of 63.90 was obtained. The value is included in the high category with an interval of $62.3 \leq X$, so that it can be concluded a descriptive Figure of Braggadocian Behavior in the Millennial Generation in the high category. Here's the presentation of Braggadocian Behavior:

**Figure 2.** Overview of online self-presentation in millennials

The results of tests performed with Spearman's rho statistical calculations showed significant results of value ($r = 0.853$). So, it can be concluded that there is a relationship between online self-presentation and braggadocios behavior in the millennial generation. Based on the researchers' analysis, there is one aspect that stands out in the Braggadocian behavior variable. This aspect is the aspect of multiple identities, namely multiple identities. This shows that the millennial generation at Semarang State University displays a different image on social media and in everyday life. This is in line with Simsek's research (2015) Those who argue that dual identities are given identities from birth (ethnicity, religion, and gender), as well as artificial identities (education, economic/social status, and occupation). This artificial identity is often a reference when we are socializing directly, and Agustina's social media (2020) argues that teens rely heavily on acceptance and rejection as they interact.

They strive to be accepted in online and offline communities, so teenagers and/or millennials are too focused on presentations in cyberspace such as social media (Rarasati et al, 2019). It is characterized by research by Kuen & Kuen (2020) which suggests that the millennial generation is classified as heavy users with 4-6 hours of social media use and addicted users with > 7 hours of use. Qualman (2008) added that millennials prefer messaging using social media. This is because they seem to be interacting directly. Because they want to be accepted by the community

on social media, they are willing to change their shape or beautify their photos, and some other people write identities that are different from the original (Michikyan, et.al, 2014; Rarasati, et. al, 2019).

This altered identity is usually artificial in the form of occupation, social or economic status, education, nature, and character of the individual. Zwier, et.al (2011) Most millennials tend to present their expected selves (ideal selves) when using social media. Selain itu Rozika & Ramdhani (2016) Add that one of the motivating factors for people to present themselves on social media is self-esteem. People who have low self-esteem will form a self-image and a desired impression of self (Mehdizadeh, 2010). Rarasati, et.al (2019) suggests that individuals with introverted characters will explore different identities more and show more personal information and photos online. Aiyuda & Syakurofah (2019) added that individuals with introverted personalities have their identity more out in cyberspace. However, most introverted individuals reveal dishonest information and try to appear popular by establishing communication in cyberspace. Then the next factor is ingratiation, that is, the desire to be liked by others. They will try to be a figure who looks friendly, and cheerful, likes to praise, looks good, and is sincere in front of others. Usually, they will try to do that when someone interacts in cyberspace through private chat or just commenting on photos uploaded by virtual friends. Rarasati, et.al (2019) They will also perceive this through the photos uploaded and the captions they write. Then through the caption, they try to look cool.

The research conducted did not escape from several limitations of the researchers who made the research hampered. The first limitation is the data retrieval carried out online. Due to the pandemic and some faculties conducting lectures online, researchers have little difficulty collecting subject data. Second, the literature source of one variable is limited, so researchers have difficulty in collecting data sources. Third, there has been no cultural adjustment in our country, so it is prone to bias.

CONCLUSION

Based on the results of research conducted by researchers, it can be concluded that the results of the study show that there is a significant relationship between online self-presentation and braggadocios behavior in the millennial generation. The results illustrate that the level of braggadocios behavior in the millennial generation is in the high category. The results illustrate that the millennial generation's online self-presentation level is in the high category.

Based on the results of data analysis, discussion, and conclusions, researchers can submit suggestions to the authorities as follows, Universitas Negeri Semarang institutions are expected to provide education about attitudes, utilization, and dangers in presenting themselves on social media for students. For further researchers, it is advisable to pay attention to weaknesses in this study, and what needs to be done is to determine a suitable methodology and consider the right measuring tool for the respondents to be studied.

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