

CASE STUDY OF NARCISSISTIC BEHAVIOR IN COLLEGE STUDENTS

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Abstract

The 21st century is a century where technological developments are very rapid, inseparable from communication technology which is increasingly sophisticated. Adolescence is a period of transition from childhood to adulthood. At this time teenagers like to try new things to determine their identity. Based on the survey results of APJII (Association of Indonesian Internet Service Providers) in 2017 it stated that 54.68% of Indonesia's population were active internet users. This self-actualization can be channeled with an application on a smart phone through an application called Instagram. Taylor Nelson Sofres (TNS) in 2015 recorded more than 400 million active Instagram users worldwide, and Indonesia reached 22 million active Instagram users. In the millennial era, many people abuse social media called Instagram. In fact, most people become social media addicts who end up having a personality disorder called narcissistic. This study used a descriptive qualitative approach with a case study research design. The subjects of this study were students at the tertiary level in Yogyakarta, active in college, and had narcissistic behavior. The research was conducted on 20-31 December 2018. The sample collection technique used was purposive sampling. The data analysis technique used by Miles and Huberman. The results of this study are that there is narcissistic behavior in students in the Ahmad Dahlan University Guidance and Counseling Study Program. As much as 85% of the research subject's daily life is using social media, especially on the Instagram platform. This is evidenced by research data from interviews where the two subjects often uploaded their strengths, photos and videos to Instagram.

Keywords: *Narcissistic, Student, Case Study*

1. Introduction

The 21st century is a century where technological developments are very rapid, inseparable from communication technology which is increasingly sophisticated. Everyone from all walks of life, from children, youth, adults, to the elderly are required to be able to use technology well. One of the most users of technology is from among teenagers. Adolescence is a period of transition from childhood to adulthood. At this time

teenagers like to try new things to determine their identity. In general, teenagers will begin to pay attention to their appearance. This is in accordance with the opinion (Hurlock, 1990) which says that appearance for adolescents is very important, namely as physical attractiveness, efforts to seek social support, and popularity. Popularity here can be obtained from the use of communication technology.

This communication technology, which is usually called a smart phone, has many advantages in it. There are even many features that can be used as interactions with other people in cyberspace. In using this smart phone, of course, there needs to be internet as a supporting medium. Based on the survey results of APJII (Association of Indonesian Internet Service Providers) in 2017, it was stated that internet users in 2017 reached 143.26 million people out of 262 million people in Indonesia. This means that 54.68% of Indonesia's population are active internet users. This survey also said that the highest level of internet use as a lifestyle lies in the use of social media, which reached 87.15% (Kemkominfo, 2018).

The rise of internet users and the use of the internet as a lifestyle means that there are also many people using smartphones with the help of the internet as a medium for self-actualization. Self-actualization can be channeled with the application in the smart phone. One of them is to channel a hobby to make a hobby in photography can be channeled through an application called Instagram. Taylor Nelson Sofres (TNS) in 2015 recorded more than 400 million active Instagram users worldwide (Yenny, 2015) and Indonesia reached 22 million active Instagram users (Karimuddin, 2016).

According to Bambang, Instagram is an application from a Smartphone specifically for social media which is one of the digital media which has almost the same function as Twitter, but the difference lies in taking photos in a form or place to share information with its users. Instagram can also provide inspiration for its users and can also increase creativity, because Instagram has features that can make photos more beautiful, more artistic and better (Atmoko, 2012:10).

Instagram is currently very supportive of activities to channel hobbies for most people. However, in the millennial era, many people abused this social media called Instagram. In fact, most people become social media addicts who end up having a personality disorder called narcissistic. Freud (in Alwisol, 2011:19) explains that

narcissism is self-love, so love that is accompanied by the tendency of narcissism becomes selfish. Meanwhile, according to Freud (in Gunawan, 2010: 35) expressing narcissism or self-love phase or ego formation phase (a phase of attention to oneself), a narcissistic person admires himself, he often stands in front of the mirror to pay attention to his beauty or skills.

Furthermore, Nevid, J, Rathus, S. & Greene B (2006: 283) explained that people with narcissistic personality disorder have a sense of pride or excessive belief in themselves and an extreme need for adoration. They exaggerate their accomplishments and expect others to shower them with compliments. They expect others to see their special qualities, even when their accomplishments are mundane. And they enjoy relaxing under the adoration light, they have less empathy for others, wanting to be the center of attention, and they have a much more proud view of themselves.

These characteristics can lead to substantial relationship problems in the future. In addition, teenagers with narcissistic personalities will act excessively in order to seek amazement from others. This excessive action is an action carried out by adolescents in a way that is different from society in general.

After seeing the problems that occur, researchers are interested in conducting research on Narcissistic Behavior of Guidance and Counseling Study Program Students at Ahmad Dahlan University. This research is expected to be able to provide feedback for the surrounding community, especially for students and provide an understanding regarding prevention that must be carried out. Supporting roles such as parents, the community and college friends around play an important role in helping to prevent narcissistic behavior.

2. Method

The research uses a descriptive qualitative approach with a case study research design. According to Sulisty Basuki (2006: 78) qualitative research is research that aims to obtain a complete picture of a matter from the point of view of the human being studied, so that it relates to perceptions, ideas, opinions, or beliefs, which cannot be measured by

numbers. The writer chooses a case study descriptive research type because this research aims only to understand in depth and describe narcissistic behavior in students.

The steps taken are to first analyze in depth the case to be examined, namely narcissistic behavior in students. After that, understand the narcissistic case from several research references in advance, for example journals, theses or theses. Furthermore, recording or collecting data regarding narcissistic behavior using the data collection techniques used in this study, namely interviews, observation and documentation. Finally, generate or strengthen the results of the data that has been obtained through data collection techniques by checking or comparing the results of the data obtained from each of these techniques. So as to obtain data that has been linked to each other. The following are the steps or steps that will be carried out.

The subjects of this study were students who were taken based on the following criteria: (1) College students in Yogyakarta. (2) Students are active in lectures. (3) Students who have narcissistic behavior. The research was carried out on December 20-31 2018. Then the research was adjusted to lecture time so as not to interfere with lecture activities so that research could run effectively and efficiently. The research was carried out at Ahmad Dahlan University. The selection of this research location was based on several considerations related to the problems related to the research focus as described in the background.

The sample collection technique used was purposive sampling, which is a sampling technique for data sources with certain considerations to make it easier for researchers to explore the object or social situation being studied (Sugiyono, 2015: 54). Then the data collection techniques used in this study were interviews, observation and documentation.

The data analysis technique used to manage the data obtained from the research object is qualitative data analysis. The analysis referred to in this study is easy and understandable in the model introduced by Milles and Huberman. Miles and Huberman (in Sugiyono, 2011) suggest that activities in qualitative data analysis are carried out interactively and continuously until completion so that the data is saturated. Activities in data analysis are data education, and display and conclusion drawing/verification. The three main things in data analysis are data reduction, presenting data, drawing conclusions

or verifying data as something that interweaves before and after data collection in a parallel form. Data collection was carried out by interviewing subjects and informants as well as making observations while carrying out the research. The results of the data collection are then carried out by presenting the data. Presentation of this data is done by compiling in such a way as to provide the possibility of drawing conclusions and taking action.

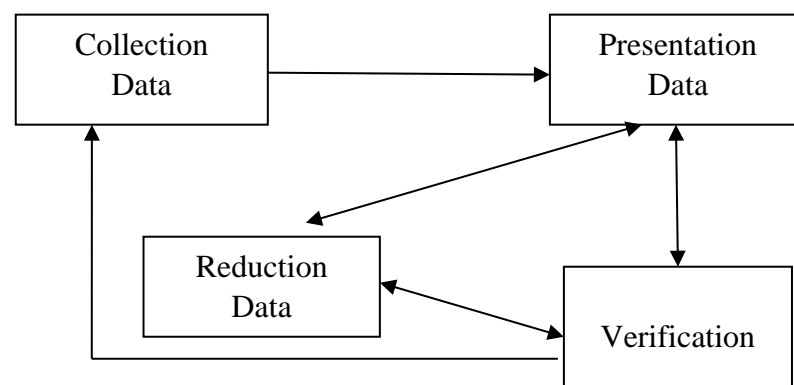


Figure 1. *Components in Data Analysis*

3. Results and Discussions

Description of the Research Setting

The reason researchers chose research subjects in tertiary institutions was because they were adapted to the research topic, namely narcissistic. Researchers see that among students there are many who have narcissistic behavior and cause some losses in it. From the results of interviews and observations of the subject, one of the research subjects, that the subject said that as much as 85% of his daily life was using social media. He also often uploads photos or videos to Instagram, one of the reasons is to get tested by other people. Photos or videos that are uploaded are not only his own work, but he usually uploads his daily activities to Instagram. Respondents were also very motivated to become famous on social media, so that they often posted photos or videos of themselves on Instagram.

Description of the Research Subjects

Subject 1

RS is a fifth semester student of the Ahmad Dahlan University Guidance and Counseling Study Program. She is one of the students who is known to be active in using social media. RS feels it has an advantage. The advantages that he has are considered important for others. The way he responds to the advantages he has is by exploring more deeply the advantages that I have. RS doesn't always upload his strengths to social media (especially Instagram), but only occasionally. The things that RS usually uploads to Instagram are photos and videos about daily activities, sometimes also about funny videos or things that he thinks are interesting and want to upload. The thing that makes him upload certain things on Instagram is because according to RS, things that are interesting, unique or good are usually uploaded right away. What you want to expect from each of these uploads is to hope to get a good response from friends on Instagram. RS feels normal when he sees uploads of people showing their beautiful bodies on Instagram, and he doesn't want to meddle too much in other people's affairs. RS feels like a special individual when he gets a positive response from netizens, by making snaps or uploads that express my pleasure or gratitude. The way RS gets along on social media is by looking at comments from friends. According to RS, the praise and attention of others is very important. With praise and attention, I feel that I exist. He is motivated by other people's uploads. In one day, he usually uploads three or four photos/videos.

Subject 2

SZ is a 3rd semester student of the Ahmad Dahlan University Guidance and Counseling Study Program. He felt he had an advantage, namely having an advantage in the field of arithmetic. These advantages are important to others. But he doesn't always upload his strengths to social media (especially Instagram). What is usually uploaded to social media is usually in the form of motivation. Not only for others but for self-examination too. He hopes that his upload can be useful for others. When he sees people uploading his beautiful body to Instagram, he feels normal. SZ is more concerned when he sees young children posting about love. If this happened to one of his friends, he would rebuke that friend. If SZ's upload gets a positive response from netizens, he will be even more motivated to upload something even better in the future. The way SZ gets along on

social media is with his fellow followers. If anyone asks to get acquainted, as long as it's in a positive context, he's very open. SZ plays Instagram almost every day, but uploading photos/videos depends on your needs. Sometimes once a month or once a week or twice.

Research Data Reduction

Reduction of research data on narcissistic behavior in both subjects is described in table 1 as follows.

Table 1. *Research Data Reduction*

Indikator	Items
Have a feeling of grandiose (feeling majestic) and self-important	Exaggerate achievements and talents
Filled with fantasy	Obsessed with fame Obsessed with the beauty of the body
Merasa diri adalah individu yang khusus dan spesial	Feeling yourself is a special and special individual Can only associate with special people with high status
Memiliki kebutuhan yang ekspresif untuk dikagumi	Has an expressive need to be admired Requires excessive attention from others Want to be someone famous
Behavior towards social media	Intensity of use of social media Use of social media

Display of Research Results Data

SZ is a student of the Ahmad Dahlan University Guidance and Counseling Study Program. In the interview results, SZ said that he felt he had advantages where these advantages were important for other people. SZ responds to its advantages by exploring its advantages. SZ has uploaded these advantages on social media, one of which is Instagram. Apart from his strengths or creativity which he uploads to Instagram, SZ also uploads photos and videos about his daily activities, sometimes also about videos that he finds funny or interesting. From the videos or photos he uploaded via Instagram, SZ has a reason where he wants to get a response from his followers. SZ also feels that the praise given by his friends on social media is very important because with this, SZ will feel acknowledged. SZ also feels motivated to be famous on social media. As much as 85% of SZ spends their time playing on social media, and every day SZ posts three to four photo and video posts.

Verification of Research Results

From the results of the two interviews with different subjects above, it can be obtained data that some students of the Ahmad Dahlan University Guidance and Counseling Study Program have social media. They often upload their strengths, photos and videos to Instagram. However, there are things that are different from the two subjects above. Subject 1 has a tendency to upload photos/videos of his own daily life. Meanwhile, subject 2 has a tendency to upload motivation for himself and for others, and has the goal of introspecting and reminding each other. Subjects 1 and 2 felt that netizens' praise was very important. Subject 1 considered that the praise was to praise himself and he was considered by others. While subject 2 is more for motivation and introspection. In terms of getting along on social media, they are equally associating with anyone. As long as it's still in a positive way.

4. Conclusions

Based on the results of the research that has been described, it can be concluded that there is narcissistic behavior in students at the Ahmad Dahlan University Guidance and Counseling Study Program. As much as 85% of the research subject's daily life is using social media, especially on the Instagram platform. This is evidenced by research data from interviews where the two subjects often uploaded their strengths, photos and videos to Instagram. However, there are things that are different from the two subjects above. Subject 1 has a tendency to upload photos/videos of his own daily life. Meanwhile, subject 2 has a tendency to upload motivation for himself and for others, and has the goal of introspecting and reminding each other. Subjects 1 and 2 felt that netizens' praise was very important. Subject 1 considered that the praise was to praise himself and he was considered by others. While subject 2 is more for motivation and introspection. Then in terms of socializing on social media, they are equally associating with anyone. As long as it's still in a positive way.

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