

## The Influence of Instagram Usage Motives on the Self-Esteem Levels of Early Adult Women

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### ABSTRACT

Self-esteem is one of the satisfactions that individuals seek to achieve through media usage. This study aims to investigate the impact of motivation to watch video content on Instagram on the self-esteem levels of early adult women. This research employed an explanatory quantitative method, with data collection conducted through the distribution of questionnaires via Google Forms from January to February 2025. The sample for this research consisted of 100 people selected using the purposive sampling technique. This study indicates that the motives for using Instagram have a relatively weak influence (16.1%) on the self-esteem levels of early adult women. Based on the four independent variables, only two motives have an impact, named the motives of personal identity and entertainment

## **INTRODUCTION**

The development of the internet in Indonesia continues to increase year by year, including the growth of social media. Instagram is one of the most widely used social media platforms in Indonesia, with 85.3% of the total Indonesian population using it (We Are Social & Meltwater, 2024b). The majority of Instagram users in Indonesia in 2024 are aged 25-34 years (39.8%), followed by those aged 18-24 years (32.9%) (NapoleonCat, 2024). Smith (2015), as cited in Fachrezy et al. (2022), found that 88% of people aged 18-29 exhibit a tendency towards high social media usage intensity in their daily lives. Other data shows that internet users in Indonesia spend the most time accessing social media, with an average of 3 hours and 11 minutes per day (We Are Social & Meltwater, 2024a). Meanwhile, women are known to spend 12% more time than men on social media use, with an average time of 2 hours and 59 minutes or within 3 hours per day (GWI, 2024).

Based on the data above, Instagram users in Indonesia are dominated by young adults. According to the Basic Health Research in 2018, the age group of 18-24 years falls into early adulthood. The early adulthood period serves as a bridge between adolescence and adulthood, making this phase still a critical period in human age development (Ananda et al., 2023). At this stage, individuals are not only faced with new problems but also with various new tasks and responsibilities (U. N. H. Putri et al., 2022). As a transitional period, the early adulthood age group is required to become independent individuals both economically, sociologically, and psychologically, such as being free to manage their own lives and having a more realistic view of the future (Jannah et al., 2021). However, the majority of early adults still have a tendency to immature views (Putra et al., 2016). In fact, at that age, a person should already be able to solve problems and face life's pressures (Hidayat et al., 2023).

According to Dwilianto et al. (2024), when facing new tasks and responsibilities, one of the factors that helps early adults perform their tasks is the factor of mental ability. Refnadi (2018) in Ramadhani & Herdiana (2022) mentions that self-esteem is a key indicator of mental health and a substantial determinant of someone's happiness. According to Coopersmith in Solihat et al. (2014), self-esteem is an individual's assessment of their self-worth, reflected in their attitude towards themselves. In Maslow's hierarchy of needs theory, self-esteem is considered one of the necessary human needs. Since it is at the second-highest position before self-actualization (Solihat et al., 2014). Therefore, self-esteem plays a crucial role for individuals in early adulthood to carry out their new tasks and responsibilities in life. Basically, self-esteem is regarding self-understanding, self-awareness, and self-identity (Ramadhani & Herdiana, 2022). By getting to know oneself, a person will evaluate themselves as a substantial and valuable individual. Then, they will accept themselves as they are, which will give them a sense of self-esteem (Refnadi, 2018, in Ramadhani & Herdiana, 2022).

One of the indicators that can influence a person's self-esteem is gender (Fachrezy et al., 2022). In Ghufron dan Risnawita (2010), previous research conducted by Ancok et al. (1988) and Coopersmith (1967) shows that the level of self-esteem in women tends to be lower than in men. That is because women possess feelings of inadequacy or inferiority compared to men (Ghufron & Risnawita, 2010). Although relatively low, self-esteem levels in early adulthood gradually begin to increase (Orth & Robins, 2014). Another factor that can influence a person's self-esteem is the social environment (Rahardja, 2017). Rahardja (2017) reinforces that self-esteem could be assembled from an individual's perception influenced by others. In this era of digitalization, the influence of others does not only come from the immediate environment but can also stem from social media. Although not always directly related, social media can affect an individual's self-esteem (Tian et al., 2019). Referring to the previous source, Stapleton also added that the type of social media itself can moderate an individual's self-esteem. The variety of content types and social media platforms that have been developed recently has made individuals more selective in choosing and using social media (Untag, 2024).

According to Katz, in the audience needs, self-esteem is one of the satisfactions that a person wants to achieve through media use (Humaizi, 2018). The fulfillment of the need for self-esteem is closely related to the negative impacts that occur when an individual feels their self-esteem is low (Solihat et al., 2014). Solihat et al. (2014) also mention that someone with low self-esteem will feel inferior and awkward to others. Furthermore, they have difficulty in displaying social behavior. However, according to Jordan et al. (1979) in Solihat et al. (2014), if an individual's self-esteem needs are acquired, they will gain self-confidence and feel valuable in their social environment.

Humaizi (2018) mentioned that a person can be said to be satisfied if their needs are acquired after viewing the desired content on a particular media. The satisfaction obtained from this media usage can vary across different social media platforms (Tian et al., 2019). According to Tian et al. (2019), one of the factors that influence audience satisfaction is the content format. The initial format of Instagram content consisted of images or photos, causing users to receive the content in a limited way, thus failing to touch their emotional side, which tends to lower their self-esteem (Tian et al., 2019). However, over time, Instagram has also started presenting content in the form of short videos (reels). Tian et al. (2019) explained that the video content format facilitates content creators to express a deeper range of emotions. It makes video content capable of obtaining more interaction with their audience. This more complex emotional expression makes video content feel more capable of conveying messages more comprehensively to the audience (Tian et al., 2019).

According to the 2024 Indonesian Internet Penetration Survey conducted by APJII, online video content has become the most frequently visited entertainment content on the internet, with 76.31% of the Indonesian population accessing it (APJII, 2024). It is not surprising that short video content is currently widely shared on various social media platforms, one of which is Instagram. In the report of 2024 trend prediction, Instagram (2023) identified that "self-improvement or development" will be the top topic of interest for Gen Z in 2024. According to the Central Statistics Agency (2024), Gen Z is the generation born between 1997 - 2012, with an estimated age range in 2025 of 13-28 years. Data from GWI via Statista (2024) regarding the types of Instagram content favored by its users in 2023 shows that informative and inspirational content ranked third and fifth in popularity, with 41% and 36% of users worldwide, respectively.

In social media, there is a term for users who are passionate about creating and sharing content through their personal accounts and have a large number of followers, called content creators or influencers (Larasati et al., 2021). One of the local artists who is also active as a content creator on Instagram is Cinta Laura. Cinta Laura is an actress, singer, and social activist who is now venturing into the business world as an entrepreneur. The owner of the Instagram account @claurakiehl has a total of 9.1 million followers on her Instagram as of January 2025.

As a social activist, Cinta often voices social issues related to gender equality. Her concern for the younger generation, especially women, motivates Cinta Laura to provide education and inspiration to her followers through her personal Instagram account, which features critical and inspirational issues. On her personal Instagram account, Cinta has a dedicated segment containing educational and inspirational content titled #MindfulMonday. Cinta shares the #MindfulMonday content in video format on her Instagram reels. The first content of #MindfulMonday was shared by Cinta on September 25, 2023, through her personal Instagram account. In total, it has 16 reels that have been shared on her Instagram account, @claurakihel. Through the #MindfulMonday content, Cinta aspires to express her support for women, commonly referred to as "women support women." Where she wants to motivate and inspire women on critical issues through her content. In addition, Cinta always includes some guides and solutions in almost every piece of her content so that the audience knows how to act after receiving the information.

The development of the media industry today requires the media to be able to provide various content that can meet the needs and gratifications of the audience. The unlimited variety of content on social media allows individuals to choose the content freely they want to consume. This phenomenon corresponds to the Uses and Gratifications theory, where individuals consciously and actively choose media to meet their needs (Humaizi, 2018). Referring to the previous source, this media selection is based on certain motives according to individual needs. Still, according to Humaizi (2018), motives here can be interpreted as a collection of personal interests. McQuail in Rakhmat (2004) mentions four motives of media usage that can fulfill the gratification of the audience or public,

which are the motives of information, personal identity, integration & social interaction, and entertainment.

Based on the background of the problem above, it is knowable that early adult women tend to have lower self-esteem levels compared to men, but it gradually starts to improve. Moreover, early adulthood is a group that tends to have a high intensity of social media use. It is also knowable that women access social media 12% longer than men in a day. In addition, based on certain research findings, Instagram content in the form of images tends to decrease users' self-esteem. This study aims to determine whether there is an influence between the motivation to watch video content on Instagram and the self-esteem levels of early adult women through the #MindfulMonday content on the Instagram account @claurakiehl.

## LITERATURE REVIEW

### Uses and Gratifications Theory

In the Uses and Gratifications theory, individuals consciously and actively choose media to meet their needs (Humaizi, 2018). The selection of media is based on certain motives according to individual needs. The motives here represent a collection of individual interests. Humaizi (2018) stated that the audiences in the Uses and Gratifications theory are considered as "smart" individuals. That statement is interpreted as individuals' behaviors that only use media that can fulfill their interests or needs. Unlike other communication theories that examine how media can influence their audience, this theory seeks to understand how media can acquire the audience's needs (Humaizi, 2018). Katz, Blumler, and Gurevitch in Morissan (2013) proposed five basic assumptions of the Uses and Gratifications theory, including: the audience is active and goal-oriented in using the media; the audience that takes the initiative in obtaining media satisfaction; media competes with other sources in meeting the needs of the audience; the audience has full awareness regarding interests, motives, and media usage; as well as audiences is the one that determines the assessment of media content. Based on the five assumptions above, it is knowable that the audience of the media is the main focus of the Uses and Gratifications theory (Humaizi, 2018). That means, the audience decides and determines whether to use a particular media or not at all (Setyanto & Afnetta, 2021).

In the development of the Uses and Gratifications theory, Philip Palmgreen as cited in Kriyantono (2010) observed that this theory is not only to understand the motives that influence the audience in using media but also to witness whether the audience gains gratification after consuming that media. Palmgreen then developed a concept for measuring audience satisfaction called gratification sought (GS) and gratification obtained (GO) (Kriyantono, 2010). Refers to the previous source, gratification sought (GS) is the motive that drives individuals to use certain media. Meanwhile, gratification obtained (GO) is the satisfaction obtained by individuals after using certain media, which is formed from a person's trust and evaluation of the media content (Kriyantono, 2010). Kriyantono (2010) stated that a person's trust and appraisal are determined and influenced by various internal and external factors. Where the trust and values

obtained from the evaluation results will determine the fulfillment of gratification, which also defines a person's media usage patterns.

### **Media Usage Motives**

Motive is a force that comes from within a person that can encourage someone to act or do something (Uno, 2006). According to Uno (2006), motive refers to the word motivation, which means encouragement within an individual as an effort to make changes in their actions or behavior to become better in order to fulfill their needs. Humaizi (2018) stated that in essence, all human behavior is based on certain motives. Referring to the previous source, the Uses and Gratifications theory explains that the audience is active in determining the media they want to use. The determination of media usage aims to fulfill and satisfy the needs and motives sought by the audience, including education, information, and entertainment (Humaizi, 2018). Here are some categories of media usage motives proposed by McQuail (Kriyantono, 2010; West & Turner, 2010):

- **Motive of Information**

In this motive, individuals use media to gather and seek the information they need about various things. The findings of the research conducted by Cecilia (2022) indicate that the motive for information does not have a significant relationship with the level of self-esteem. In another study conducted by Andi Saputra (2019), it was also shown that students aged 19-34 predominantly use social media as a medium of communication, while information search is not the primary purpose of social media use.

H1: There is an influence of the information motive in watching #MindfulMonday content on @claurakiehl's Instagram account towards the self-esteem levels of early adult women.

- **Motive of Personal Identity**

In this motive, individuals use media to obtain support for their personal values in order to enhance their understanding of themselves. In the research by Setiyani et al. (2023), it was found that personal identity is the most expected indicator by the followers of the Instagram account @stmikrosmaofficial.

H2: There is an influence of the information motive in watching #MindfulMonday content on @claurakiehl's Instagram account towards the self-esteem levels of early adult women.

- **Motives of Integration and Social Interaction**

In this motive, individuals use media to interact with others and fulfill their social roles. Nuzuli (2022) mentioned that the motives of integration and social interaction are some of the primary motives for someone using the TikTok social media platform in Semarang. That contrasts with the findings of the research conducted by Cecilia (2022), which stated that the motive of social interaction does not have a direct relationship with the self-esteem level of social media users. However, this motive has a significant relationship with self-esteem when moderated by the gender variable (female).

H3: There is an influence of the information motive in watching #MindfulMonday content on @claurakiehl's Instagram account towards the self-esteem levels of early adult women.

- **Motive of Entertainment**

In this motive, individuals use media to obtain entertainment and as a form of escape from problems and daily routines. Aji and Dwihantoro (2024) mentioned that entertainment is one of the highest gratification obtained by social media users from the Instagram account @ussfeed, with the majority of respondents aged 21-23 years. The study by Nuzuli (2022) also mentioned that one of the primary motives for using the TikTok social media platform is entertainment. That finding contrasts with Cecilia's (2022) findings that entertainment motives do not have a significant relationship with self-esteem levels. However, in her study found that women have a significant relationship with entertainment motives in social media use.

H4: There is an influence of the information motive in watching #MindfulMonday content on @claurakiehl's Instagram account towards the self-esteem levels of early adult women.

### **Early Adulthood**

Early adulthood is a transitional period from adolescence. Santrock in Putri et al. (2022) stated that young adulthood is a transitional period, both physically, intellectually, and socially. According to Hurlock in the same source, early adulthood is in the age range of 18-40 years. Meanwhile, Ananda et al. (2023) state that early adulthood is in the age range of 18-25 years. This period becomes a time when individuals adjust to new life patterns and social expectations (J. E. Putri et al., 2022). Early adulthood is a phase where individuals search, discover, and solidify various aspects of life (Ananda et al., 2023). Early adulthood is considered a period of transition or change, including changes in roles and responsibilities. During this time, individuals begin to accept and bear heavier responsibilities. These changes in roles and responsibilities arise as the transition from parental dependence to a state of independence occurs, both economically, psychologically, and sociologically. Hurlock (1996, in J. E. Putri et al., 2022) mentioned that there are several characteristics of early adulthood, including a period of adjustment, reproductive age, full of problems, emotional tension, dependence and value changes, social alienation, commitment, self-adjustment, as well as creativity.

### **Self-Esteem Level**

According to Coopersmith in Solihat et al. (2014), self-esteem is an individual's assessment of their self-worth, which is demonstrated through a person's attitude towards themselves. Meanwhile, referring to the previous source, Buss states that self-esteem is an individual's evaluation of themselves that is not verbalized and implicit (Solihat et al., 2014). In other words, self-esteem is a reflection of how far an individual perceives themselves as a meaningful, valuable, competent, and capable person. Maslow, in his hierarchy of needs theory, places self-esteem as a human need at the top position before self-actualization, so self-esteem can be said to be one of the necessary needs of every individual (Solihat et al., 2014).

Suwatno and Arviana (2023) state that a person's self-esteem will decrease if the individual feels there is an increasing discrepancy between their expectations and their actual reality. Conversely, a person's self-esteem will increase if the individual feels that the gap between their expectations and their actual reality is closer to their ideal self (Suwatno & Arviana, 2023). In its development, Ghufron and Risnawita (2010) explain that self-esteem is the result of the interaction between the individual and the environment, as well as stemming from several accolades, understanding, and acceptance from others towards oneself. An individual's self-esteem is not only influenced by environmental assessment but there are other factors that can also affect a person's self-esteem level. Some factors that can influence a person's self-esteem include gender, intelligence, physical condition, family environment, and social environment (Ghufron & Risnawita, 2010).

Stets and Burke (2014) in their research state that self-esteem consists of three dimensions, namely self-worth, self-efficacy, and authenticity. These three dimensions are a combination of the development of Socio-Psychological theory. Here are the three dimensions of self-esteem according to Stets and Burke (2014): **Self-worth**, a level within oneself when an individual feels positive about themselves and considers themselves good and valuable.

**Self-efficacy**, a level when a person feels they have the ability to influence their environment.

**Authenticity**, reflects the individual's struggle to find meaning, coherence, and understanding of oneself.

Dalila, Putri, and Harkina (2021) mentioned that the intensity of Instagram social media usage has a positive relationship with self-esteem among 2019 undergraduate students aged 17-25 at Malahayati University. Additionally, Wok and Uddin (2020) in their research also found that there is a strong and significant relationship between Instagram usage and self-esteem among students at the International Islamic University Malaysia (IIUM). However, in the other study, the findings by Arfianto et al. (2024) indicate that social media use and self-esteem levels in young adults have a weak relationship with a negative direction.

H5: There is a simultaneous influence between the motives of information, personal identity, social integration & interaction, and entertainment in watching #MindfulMonday content on @claurakiehl's Instagram account towards the self-esteem levels of early adult women.

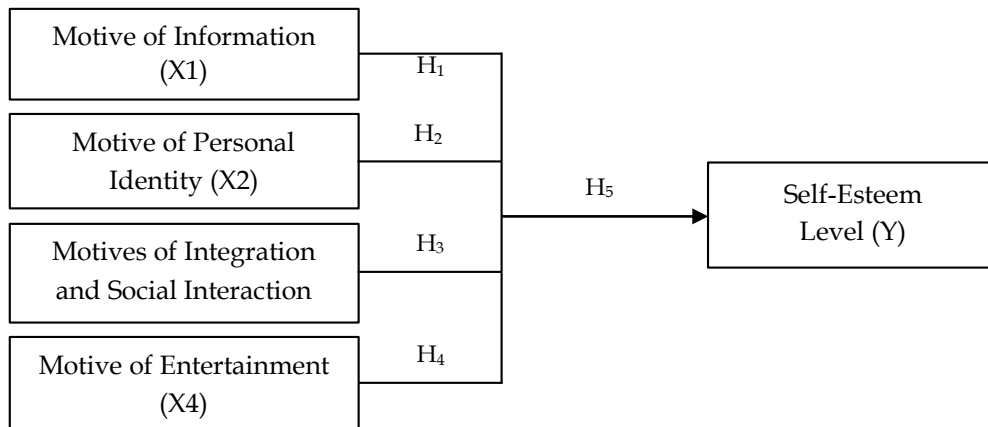


Figure 1. Research Design

## METHODOLOGY

This research uses an explanatory quantitative approach with data collection methods by questionnaire distribution through Google Forms. The distribution of questionnaires and data collection was conducted from January to February 2025. Meanwhile, the population of this study consists of early adult women who follow @claurakiehl's Instagram account, with a sample size of 100 people calculated using the Slovin formula. The sampling technique used is non-probability sampling with a purposive sampling technique. In this technique, the researcher may determine the sample according to the criteria to be studied. Here are the characteristics of respondents in this study: (a) female; (b) aged 18-24 years; (c) being a follower of @claurakiehl's Instagram account; (d) have watched the #MindfulMonday reel on @claurakiehl's Instagram, as indicated by having liked or commented on one or more of those posts.

Meanwhile, the data analysis technique in this study uses multiple linear regression analysis with SPSS version 26 as the data analysis tool. This analysis technique aligns with the objectives of this research, which is to determine whether there is a significant influence, both partially and simultaneously, between two or more independent variables on one dependent variable (Priyatno, 2018).

**RESULTS**

**Results of Multiple Linear Regression Analysis**

Multiple linear regression analysis is applied to see the direction of the influence produced and the extent of the impact generated between the independent variable and the dependent variable (Priyatno, 2018). Sugiyono (2016) mentioned that a regression model is said to have a significant influence if the significance value is > 0.05.

Table 1. Partial Regression Coefficient Test Results (t-Test)

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	37,242	7,264		5,127	0,000
Information (X1)	-0,584	0,421	-0,177	-1,386	0,169
Personal Identity (X2)	1,191	0,587	0,263	2,031	0,045
Integration and Social Interaction (X3)	0,435	0,549	0,093	0,793	0,430
Entertainment (X4)	0,998	0,454	0,246	2,196	0,031

Based on Table 1 above, here is the multiple linear regression equation with 4 (four) independent variables:

$$Y = 37,242 - 0,584X_1 + 1,191X_2 + 0,435X_3 + 0,998X_4 \dots \dots \dots (1)$$

From the multiple linear regression equation above, it can be seen that if the motives of information, personal identity, social integration & interaction, and entertainment are valued at zero (0), then the level of self-esteem has a positive value of 37.242. Meanwhile, among the four independent variables, there are three variables that contribute positively to the increase in self-esteem, which are the motives of personal identity (X2), social integration and interaction (X3), and entertainment (X4). On the other hand, the variable of information motive (X1) contributes negatively to the level of self-esteem. Furthermore, based on the above regression coefficient values, the personal identity motive (1.191) has the highest regression coefficient compared to the motives of information (-0.584), social integration and interaction (0.435), and entertainment (0.998). This means that the personal identity motive (X2) is the most dominant variable that influences the self-esteem level of early adult women (Y).

**Results of Hypothesis Test**

The t-test or partial regression coefficient test is applied to determine whether there is either a significant influence or not between the independent variable and the dependent variable partially (Priyatno, 2018). The partial regression coefficient test is analyzed by comparing the calculated t-value with the table t-value, with a significance level of 0.05 for a two-tailed test (Sugiyono, 2013). The results of the partial regression coefficient test (t-test) in Table 1 show that the information motive variable (X1) and the social integration and interaction variable (X3) do not have a significant effect on the self-esteem level variable (Y). Because the t-value of the information motive variable (-1.386) and the social integration and interaction variable (0.793) is smaller than the t-table

value (1.985), and the significance value exhibits  $> 0.05$ . Meanwhile, the variables of personal identity motives (X2) and entertainment (X4) have a significant influence on the variable of self-esteem level (Y). Because the t-value of the personal identity motive variable (2.031) and entertainment (2.196) is greater than the t-table value (1.985), and the significance value exhibits  $< 0.05$ .

Table 2. Results of the Simultaneous Regression Coefficient Test (F-Test)

ANOVA <sup>a</sup>					
	Sum of Squares	df	Mean Square	F	Sig.
Regression	706,062	4	176,515	4,563	0,002 <sup>b</sup>
Residual	3675,378	95	38,688		
Total	4381,440	99			

The F-test or simultaneous regression coefficient test is applied to determine whether there is either a significant effect or not between the independent variables collectively (simultaneously) on the dependent variable (Rifkhan, 2023). The simultaneous regression coefficient test is analyzed by comparing the F-value with the F-table value, with a significance level of 0.05 (Priyatno, 2018). Based on Table 2, the results of the F-Test obtained a F-value of 4.563 and a significance value of 0.002. These results mean that the F-value  $>$  F-table value ( $4.563 > 2.467$ ) and the significance value exhibits  $< 0.05$ . These findings indicate that there is a simultaneous influence between the motives of information (X1), personal identity (X2), social integration & interaction (X3), and entertainment (X4) in watching #MindfulMonday content on @claurakiehl's Instagram account towards the level of self-esteem (Y) in early adult women.

Table 3. Results of the Coefficient of Determination Test

R	R Square	Adjusted R Square	Std. Error of the Estimate
0,401	0,161	0,126	6,220

The purpose of the coefficient of determination test is to determine the extent of the influence of independent variables (X) on the dependent variable (Y) (Sudariana & Yoedani, 2022). Based on Table 3, the results of the coefficient of determination test obtained a coefficient of determination (R<sup>2</sup>) value of 0.161 for the motives of watching #MindfulMonday reels on @claurakiehl's Instagram, which translates to 16.1%. These results indicate that the independent variables in this study, namely the motives of information (X1), personal identity (X2), social integration and interaction (X3), and entertainment (X4), have an influence of 16.1% on the dependent variable of self-esteem level (Y), while the remaining 83.9% is influenced by other factors outside of the media usage motives. According to Hair et al. (2011, in Ghozali, 2016), the R-square (R<sup>2</sup>) value is divided into three categories: strong ( $> 0.50$ ), moderate ( $0.25 > R^2 < 0.50$ ), and weak ( $< 0.25$ ). From the results of the coefficient of determination (R<sup>2</sup>) test, it can be concluded that the influence exerted by the independent variables (X) on the

dependent variable (Y) is relatively weak and does not significantly affect the research population.

## **DISCUSSION**

This study aims to determine the influence of the motivation to watch #MindfulMonday content on the Instagram account @claurakiehl on the self-esteem levels of early adult women. The results of this study indicate that the motives of information, personal identity, social integration & interaction, and entertainment simultaneously influence the self-esteem levels of early adult women. The results of this study are in line with the research by Dalila, Putri, and Harkina (2021), which stated that the intensity of Instagram social media use has a positive relationship with self-esteem among 2019 cohort undergraduate students aged 17-25 years at Malahayati University. Additionally, Wok and Uddin (2020) in their research also found a strong and significant relationship between Instagram usage and self-esteem among students at the International Islamic University Malaysia (IIUM). These findings are consistent with the Uses and Gratifications theory, which explains that media users will feel satisfied depending on the extent to which their motives can be acquired by the media (Aji & Dwihantoro, 2024).

According to Aji and Dwihantoro (2024), user satisfaction with this media can increase along with the relevance and variety of content presented by social media. Based on data regarding the types of Instagram content most favored by respondents, there are three top types of content most favored by respondents, namely entertainment (88%), information (87%), and education (72%). From these findings and data analysis, it is knowable that those types of content can influence the self-esteem levels of early adult women. This means that the #MindfulMonday reel content is relevant to the audience's interests, thereby providing satisfaction for their motives (gratification sought) in watching that content.

Meanwhile, according to the researcher's data on the intensity of watching the #MindfulMonday reel content, it shows that 59% of respondents watch the content from start to finish (> 1 minute), and 70% of respondents feel emotionally engaged when watching the content. Therefore, it can be concluded that the average respondent has a relatively high intensity in watching the #MindfulMonday reel content on @claurakiehl's Instagram. This relatively high emotional engagement aligns with the respondents' answers, which indicate that Instagram users prefer video content (21%) over images. The relationship between emotional engagement and this content format aligns with the findings by Tian et al. (2019), who stated that video content can convey a deeper range of emotions, thereby generating more interaction with the audience. It can be interpreted that the message of the content can be delivered more effectively to the audience. This statement indicates that the message Cinta Laura wants to convey through the #MindfulMonday content can be well received by the audience, thus fulfilling the gratification they seek.

Nevertheless, the influence of the motivation to watch #MindfulMonday content on the Instagram account @claurakiehl on the self-esteem levels of early adult women does not have a significant effect. This is because out of the four motive variables, only two motives influence the self-esteem levels of early adult women, which are the motives of personal identity and entertainment. This indication is in line with the findings by Afrilia et al. (2025), which show that individuals who use social media with the intention to interact more with influencers or celebrities tend to have a negative impact on their self-esteem levels. Therefore, the use of Cinta Laura's content as the object of research could be one of the variables causing the low impact on the self-esteem levels of early adult women. Additionally, the selection of content that is too many and not specific to the issues relevant to self-esteem could also be another factor that causes the low gratification obtained regarding the individuals' self-esteem.

## **CONCLUSIONS AND RECOMMENDATIONS**

This study aims to witness the influence of the motives of information, personal identity, social integration & interaction, and entertainment in watching #MindfulMonday content on @claurakiehl's Instagram account on the self-esteem levels of early adult women. Based on the results of this study, it can be interpreted that out of the four independent variables, only two motives can influence the self-esteem levels of early adult women, which are the motives of personal identity and entertainment. This finding represents that the influence exerted by the motives of using Instagram (X) on the self-esteem levels (Y) of early adult women tends to be weak and does not significantly affect the research population. This statement is consistent with the results of the coefficient of determination ( $R^2$ ) test, where the motive for watching #MindfulMonday reel content (X) only contributes 16.1% to influencing the self-esteem level (Y) of early adult women. However, this study shows that the video format as the object of the research contributes to the increase in self-esteem levels of early adult women. Although, it does not have a significant effect compared to the image format.

Based on the findings of this study, audiences who want to use social media to improve their self-esteem are advised to be selective in seeking out educational-inspirational content that contains self-development topics in order to meet their needs. Meanwhile, influencers targeting the same audience are recommended to create and develop content in the form of videos related to entertainment, information, and educational type of content.

## **FURTHER STUDY**

Due to the limitations of this study, which focused on the variables influencers and Instagram. Future research is expected to replace the research object with a focus on interactions with family or friends on social media to understand how it will affect the audience's self-esteem levels. Furthermore, future researchers can utilize other social media platforms instead of Instagram to find the differences in their impact on users' self-esteem. Qualitative research methods, such as in-depth interviews, focus group discussions (FGD), or experiments, can also be conducted to obtain more comprehensive information.

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