

## SELFIE BEHAVIOR, THE MODERATING ROLE OF PERSONALITY

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### ABSTRACT

*This study aimed to investigate the effect of selfie behavior to individual performance with extrovert personality as a moderating variable. Inconsistence result of the past research on narcissism topic is a uniqueness gap for this research. Previous research finding a positive and negative effect of selfie behavior to outcome. In this research we including personality as a moderating variable to clearly the result of selfismeffect to individual outcome. The other research gap is from the research sample. We using Gen.Z for the sample because that's is under research and Gen. Z very closely with "selfie phenomena". The study was conducted with 100 respondents. The sample technique of this research is non-probability sampling with purposive sampling technique. Sample of this research is Generation Z that's based on previous research is under research. We have to test validity (face validity and factor loading) & reliability (cronbach's alpha, AVE, and composite reliability) before hypothesis testing. We using a Partial Least Square 3 (PLS) for solve measurement of this research. The findings of the research is supported to hypothesis 1 that selfie behavior give a positive impact to individual performance. Hypothesis 2 is too supported that extrovert strength the relationship selfie behavior and individual performance. The conclusion that clarify the inconsistence previous research, that selfie behavior give a positive impact to individual performance, and extrovert strengthen relationship selfie behavior and individual performance.*

**Keywords:** *Selfie Behavior, Extrovert, Performance, Gen. Z.*

### INTRODUCTION

Nowdays, the development of Information and Technology (IT) is very rapid and causing various changes to things that were previously considered dynamic. Now almost everyone has a close relationship with the development of technology and information flows, for example the majority of people who have cellphone (smartphone) that is accessed by the internet. The development of IT is also give an influence on various life activities. For someone who works in the office, the positive thing about IT development is that it can minimize the use of paper so that it can be more efficient. For students it can be used to support learning activities so they can

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find out something they want faster. But apart from that there are also negative impacts generated by the development of IT, including the possibility of stealing a confidential data on the company.

Students and most people have caused things called "nomophobia". Nomophobia is a syndrome where someone feels anxious if they do not have a cellphone (smartphone) or do not have access to their smartphone (D'agata, 2008). So no wonder in this era, almost every individual wakes up looking for a smartphone immediately. In our perception, nomophobia syndrome has something to do with a phenomenon that is already common, called "selfie behavior".

According to the Oxford Dictionary, a "selfie" refers to "a self-portrait photography of oneself (or oneself with other people), taken with a camera or a camera phone held at arm's length or pointed at a mirror, which is usually shared through social media" (Sorokowski et al. 2015). Six factors why people taking a selfie are for environmental enhancement, social competition, attention seeking, mood modification, self-confidence, and social conformity.

Indeed, for most people selfie behavior is considered as a negative thing like doing a selfie anywhere, and at times that are not right. For example, taking selfies around the fire area, accidents, and doing selfies in the midst of bomb bombers that have recently occurred in Jakarta. Selfie is also popular among young people who cause addiction and has a negative impact on them. Experts feel that electromagnetic radiation from cellphones will make aging of the skin by damaging DNA. In addition, selfie has also been considered as a habit of the public in social media and can have a negative impact if it leads to an addiction.

However, it turns out that the phenomenon of selfie does not always have a negative effect, but also has a positive effect such as increasing the social sensitivity of individuals also increasing the level of self-esteem (Shin, 2017) and improve someone's image that other's people describe of them (Murni, 2016). For this reason, it is necessary to do a further research related to the impact of selfie phenomenon towards someone's outcome.

With the inconsistency of the results of the effect of selfie on individual outcomes, it is considered important to do so retesting studies by including moderating variables by using extrovert personality. The selection of these variables is intended to close the research gap suggested by Siregar (2018) which explains the narcissism relationship and the intensity of selfie in adolescents in the form of someone's personality.

Another thing that is considered interesting in this research is the selection of samples aimed at Generation Z (Gen. Z), where Gen. Z is considered a very unique generation, thick with digital nuances and always connected to the internet (Lubis, 2016). Research on Gen.Z is also considered important because according to Safna (2017) it is still very limited to discuss about selfie behavior towards Gen categorization because more research only use young generation.

## THEORITICAL AND HYPOTHESIS

The basic theory used to explain the behavior of selfie in the current era is the Innovation Diffusion Theory introduced by Rogers (1964). He explained that innovations carried out by someone were developed through various channels and a certain period of time which began with observing various things in the social media. If it is considered easy, they will adopt it and if it is difficult it will not be done. In addition, status boost is also a strong motivational factor in adopting innovation.

Some people want to always be cynosure, so they adopt some new innovations to show their social status in front of other people. In this context, it is very suitable for Generasi Z which tend to be more open to new things so that they will be more active in adopting something including selfie behavior. The more you want to be the center of attention, then someone will tend to be motivated to do something like increase self-confidence, task performance also reach an achievement.

### **The effect of selfie behavior on individual performance**

According to Murni, (2016) by taking a selfie actions will affect to someone's performance, and help to improve mood so it's provide a positive contribution by improving someone's performance. Selfie are an action of taking a self-portraits or with certain images and then posting them to social media in order to get self satisfaction.

Based on the results of these studies have found a significant positive results between selfie and performance. When someone does a selfie it will help to create a feeling of pleasure and satisfaction, so it is expected that their performance will increase because of the good mood. But the source of Phsync. Central says too much selfie can cause lose their jobs.

Recently there are also those who say that too much selfie will have a tendency of personality disorders in the form of selfitis (Muhammad, 2019).

However, other previous studies such as Rina (2018) said there was no significant relationship between selfie behavior and someone's narcissism. Someone who takes advantage of the time and take moment to do selfie activities can relieve fatigue and give pleasure. Based on some informants, it was found that various kinds of photos carried out such as selfies which uploaded to social media were not without any reason.

When they do selfies and upload them to social media, they have a goal to get an appreciation and attention from others. There are five informants who say that selfie photo behavior is a positive activity that is able to give them their own pleasure and satisfaction. So based on the exposure and various supporting researches above, authors made a hypothesis:

## **HYPOTHESIS 1 : SELFIE BEHAVIOR HAVE A POSITIVE IMPACT ON PERFORMANCE.**

### **Extroverted personality moderates the relationship between selfie behavior and individual performance**

Sulaiman (2015) says extrovert are someone which more concerned with what is happening around him than is in his own emotions and thoughts. The trait personality of an extrovert is an active, sociable, friendly, expressive, and an open person. Someone who is extroverted can actually give higher responsibility for company performance than introverts (Sulaiman *et al.*, 2015).

Individuals who have extroverted personalities tend to be more active and ambitious in carrying out their activities (Kristiyani, 2009). Some previous research studies that looked at the influence of extroverts (Kumalasari *et al.*, 2015; Widyastuti 2017; Hudson 2016) said that extroverts like to have social activities and are easily bored when spending time alone. They also argue that doing selfies and uploading them to social media is a means of filling time and eliminating boredom.

People generally feels that social media is a necessity that is considered important in their daily lives. Because people, especially the younger generation feel they already have another world on social media. Therefore they don't want to leave their cyberlife which is certainly very close to selfie behavior. When someone like selfie activities that are supported by an active personality, are easy to get along with, are friendly, expressive, and open, they can be expected to increase their influence to someone's performance. So based on the exposure and various supporting researches above, authors made a hypothesis:

## **HYPOTHESIS 2 : EXTROVERT MODERATES THE RELATIONSHIP BETWEEN SELFIE BEHAVIOR AND PERFORMANCE.**

### **RESEARCH METHODS**

This research examines the causality of the relationship between selfie behavior to individual performance and sees the moderating role of extrovert personality. Data collection in this research uses a questionnaire instrument which conducted online. The sampling technique in this study uses purposive sampling because it fits certain objectives in the study. The sample in this study is using Generation Z that matches the criteria.

This research also tested the questionnaire instrument, namely validity and reliability. The first test are validity test by doing face validity to see suspected indicators that are not right. After that the researchers also tested the validity by looking at the value of the factor loading of each questionnaire indicator. The value of the factor loading above 0.7 is said to be good even though 0.6 is permissible (Hair *et al.*, 2010). Reliability test is done by looking at Cronbach's alpha value > 0.6, Average Variance Extracted (AVE) > 0.5, and Composite reliability > 0.7. The test in this

research used statistical tools Structural Equation Modeling (SEM) based on Partial Least Square 3 (PLS).

## RESULTS AND DISCUSSION

The first test in this research was conducted on the validity test and reliability test of the questionnaire instrument. The results of the validity test show that all indicators have values above 0.6 which indicates that statement items have a resolution in measuring statements.

Item	Factor loading		
Selfie behavior 1	0.740		
Selfie behavior 2	0.845		
Selfie behavior 3	0.816		
Selfie behavior 4	0.736		
Performance 1		0.704	
Performance 2		0.642	
Performance 3		0.835	
Performance 4		0.859	
Extrovert I			0.601
Extrovert I			0.883

\*>0.6

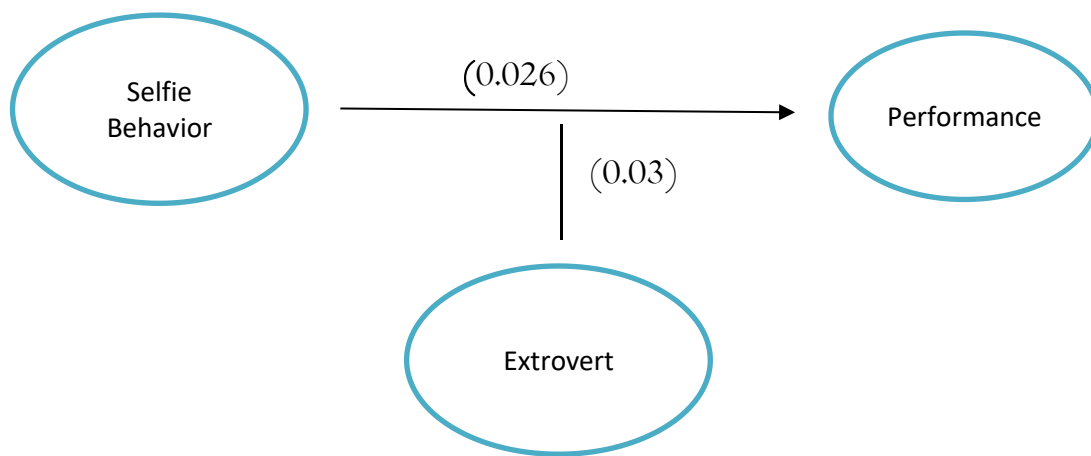
Cronbach's alpha, AVE, composite reliability are listed in the table below:

Item	Cronbach's alpha	AVE	Composite reliability
Selfie Behavior	0.806	0.618	0.865
Performance	0.761	0.586	0.848
Extrovert	0.650	0.570	0.719

Based on the results of tests conducted that the value of cronbach's alpha each variable is above 0.6, the value of Average Variance Extracted (AVE) is above 0.5 and the composite reliability value is also above 0.6, meaning all variables are said to be reliable.

The next test is hypothesis testing. The results of the first hypothesis test found that the effect of selfie behavior on individual performance has a significance value of 0.026 ( $<0.05$ ). This result was supported the hypothesis I, which indicates that selfie behavior has a positive and significant effect on individual performance. Based on these results, accordance with the research from Murni (2016); Rina (2018) who said that someone who is able to control selfie behavior will have a positive effect on the performance produced. These results reinforce some studies that find that selfie behavior has a positive impact on individual performance.

The result of the second hypothesis by including the moderating variable of extrovert personality. Based on the results of the tests performed the significance value of the moderator variable was 0.03 ( $<0.05$ ) which indicates that extroverted personality provides a moderating effect by strengthening the relationship between selfie behavior towards individual performance. So this supported the hypothesis 2. Based on the results this is in accordance with the research from (Kumalasari *et al.*, 2015; Widyastuti 2017; Hudson 2016) which says that extroverted personality who is sociable will give influence to performance and eliminate boredom from individuals. This result confirms that extroverted variables can close the GAP that is inconsistency with the results of previous studies.



## CONCLUSIONS AND SUGGESTION

### Conclusion

Based on the results of testing that has been done above, it can be concluded that there is a significant positive effect between selfie behavior and individual performance. This explains that individuals who like to do selfie but are still at a level that is not excessive, will produce positive results on their performance. The role of extrovert variables also strengthens the relationship between selfie behavior and individual performance.

### Suggestion

Suggestion For Future Research:

1. It is expected to be able to use mediation variables to see the indirect relationship between selfie behavior and individual performance.
2. It is expected that further research can relate to the narcissistic variable, because it has almost the same tendency, so that it can relieve narcissistic position and selfie behavior.
3. For further research you can see the effects of selfie behavior in a sustainable manner.

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