

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 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.

THEORY, HYPOTHESIS & RESEARCH MODEL

The basic theory used to explain the behavior of selfie in the current era is the Innovation Diffusion Theory. Diffusion of Innovation is a theory that developed from Tarde's thought in the early 20th century, which explains that a person or group of people will adopt an innovation in terms of the time dimension. Tarde's thinking was later developed by Everett Rogers in his book entitled *Diffusion of Innovation* (1961).

The diffusion of innovation is a combination of two words, namely diffusion and innovation. Diffusion is a process of disseminating information either in the form of culture, habits, ideas or ideas that are considered new to a group in the social system, while Innovation is an idea, idea, product, or method that is considered new by an individual or group of people, which can then be accepted and adopted. Diffusion of innovation is an activity to communicate an idea about something new (innovation) that can be used to solve existing problems or problems (Rogers and Kincaid, 1981). Diffusion of innovation has the goal that an innovation in the form of science, technology, or the field of community development can be adopted by members of a particular social system. The social system can be in the form of individuals, informal groups, organizations or communities. In his book, *Diffusion of Innovation*, Rogers explains that innovations made by a person are developed through various channels and a certain period of time, beginning with observing various things on social media. If it is considered easy, they will adopt it and if it is difficult they will not do it. In addition, increasing status is also a strong motivating factor in adopting innovations.

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.

Selfie Behavior

Selfie is a phenomenon, which is characterized by a person taking a picture of himself, by showing his face or the whole body (Puspitasari, 2008). The Oxford Dictionary (2013) defines that a selfie is a photo taken by oneself, usually done using a smartphone or webcam and then uploaded to social media. Fausing (2013) reveals that selfie is a form of reflection in which individuals distinguish themselves from others and seek unique recognition about themselves.

According to Faulia (2015) Selfie behavior is usually carried out by teenagers as a form of self-actualization. Zaenuri (2014) added that the emergence of selfie behavior is a form of self-actualization caused by several things. First, the Selfie phenomenon is a manifestation of freedom of expression and opinion. Second, the emergence of the Selfie phenomenon is in line with the emergence of tools of

communications. That is, the Selfie phenomenon is always preceded by the development of tools of communication. The more sophisticated communication technology that develops, the higher the level of Selfie behavior itself. Coupled with the presence of new features or tools that support selfie behavior such as the presence of selfie sticks, fish eye cameras, etc.

Simply put, Selfie is a self-portrait behavior which is usually done at certain moments in order to produce good photos.

The formation of selfie behavior

Behavior is defined as an activity that can be observed directly and indirectly. In fact, according to Robert Kwick (1974) states that behavior can not only be observed but also learned. In Skinner's theory, behavior is defined as a person's response or reaction to a stimulus (stimulus from outside). Behaviorism views that behavior can be formed through a process of habituation and reinforcement by creating certain stimuli in the environment. According to Sudrajat (2008) behavior occurs beginning with the experiences of a person and factors outside the person (environment). Then the experience and the environment are known, perceived, believed, until it finally gives rise to motivation, the intention to act, and finally the realization of that intention in the form of behavior occurs.

Selfie Indicators

According to Charoensukmongkol (2016). There are three indicators of selfie behavior:

1. Enjoy taking and uploading selfies
2. Feeling that his presence in cyberspace is an activity that important.
3. Always sort out selfies before uploading to social networks.

Performance

According to Mangkunegara (2011:97) the term performance comes from the word "job performance" or "actual performance" which is the actual performance or achievement that is said to be carried out by someone who is always carrying out tasks in accordance with the responsibilities given to him. Baron and Greenberg (1990) in Armanu (2005:69) suggest that individual performance is also called job performance, work outcomes, task performance.

Hariandja (2005:52), suggests that performance is the result of work that has been achieved by a person or group of people in an organization, whether formal or informal, public or private, which is strongly influenced by several factors. Some of these factors are more focused on individuals who are involved in the organization in an effort to achieve performance.

Various definitions that have been put forward can be concluded that performance is related to the results produced by a person or group of people or

organizations, which are related to authority, which is achieved within a certain period, as part of efforts to achieve goals.

There are several factors that can affect the achievement of performance, namely the ability factor (ability), and the motivation factor (motivation). This is in accordance with the opinion of Keith Davis, (1994:484) who decided that:

1. Human performance = Ability + Motivation
2. Motivation = Attitude + Situation
3. Ability = Knowledge + Skill

Ability factor

Physiologically, employee abilities consist of potential abilities (IQ) and reality abilities (knowledge + skills). That is, employees who have an IQ above the average (IQ 110-120) with adequate education for their position and skilled in doing their daily work, will be easier to achieve the expected performance. Therefore, employees need to be placed in jobs that match their expertise (the right man in the right place, the right man on the right job).

Motivational Factor

Motivation is formed and an employee's attitude in dealing with work situations. Motivation is a condition that moves employees who are directed to achieve organizational goals or work goals. Mental attitude is a mental condition that encourages employees to try to achieve maximum work performance.

Exstrovert

The term personality is often used in everyday life. Actually, humans in their daily lives are not always present himself as he is, but always wears a face covering. The point is to cover up their weaknesses or distinctive characteristics so that their actions can be accepted by the community. Because in everyday life usually people will only show a good condition and for that, a mask is used as a cover (Kelly in Koswara, 1988). The description above is in line with Jung's opinion (Sujanto, 1991) that throughout human life, humans always wear the mask to cover their inner life. According to the opinion of Hall and Lindzey, (1993) which states that personality is a dynamic organization within a person and is a psychophysical system that produces patterns of a person's characteristics in terms of behavior, thoughts and feelings.

Personality according to Hjelle and Ziegler (2004) has a meaning, firstly, personality is something that is thought to be in the form of an organization or something structured. Personality has a basic description of the individual that can be observed as a meaningful action from the behavior displayed. Second, personality is a combination of unique traits that can distinguish individuals from one another. Third, personality is a historical collection that is held as a current form with internal and

external variations, genetic and biological tendencies, social experiences and changes in touch from the environment.

In general, Extrovert personality is attitude which directs psychic energy out so that a person oriented towards something objective and away of something subjective. One who has Extrovert personality will pay more attention to the world outside of oneself, events and things or other items and will be able to easily weave relationship with them. According to Carl Gustav Jung, the Extroverted Personality strongly influenced by the outside world, namely the environment in environment which includes, mindset, behavior, and his view. People with this personality have the form of behavior that is seen in his thinking open, rarely sad, very fond of association, often interact with the people around him, tend to insensitive, always joking in carrying out activities day, less sense of responsibility, and a lot motivation. (Bahrudin ER. 2019:168)

In simple terms, extroverted personality is the actual or potential behavior of individuals who are active, like to get along, dare to take risks, enjoy jokes that laugh at others, are dynamic and tend to be reckless, not easily confused, show change and are optimistic, stick to objective data and likes to cooperate with others.

According to crow and crow, personality traits of people the Extrovert namely;

- a) Fluent or agile in speaking
- b) Free from worries
- c) Not easily embarrassed and offended
- d) Friendly and gregarious
- e) Likes to work with other people
- f) Lack of concern for people's suffering other
- g) Easy to adapt and flexible.

Extrovert personality aspects

Based on the research of Eysenck and Wilson (Yulianto, 2002) obtained a number of traits of extrovert personality tendencies based on operational behavior which are classified according to the underlying personality traits. There are seven aspects of personality traits in the extrovert dimension, including:

- a. Activities. People who score high on this aspect are generally active, energetic, like all kinds of physical activity, like to get up early, move quickly from one activity to another and pursue a variety of different interests and interests.
- b. Sociability. People who have high scores on this aspect are like making friends, like social activities, parties, easy to meet people and feel happy with the situation.
- c. risk-taking. People who score high on this aspect like to live in danger and seek jobs that pay well with little regard for the consequences that are detrimental to their safety and security. rash and sometimes rash decisions.

- d. Impulsiveness. People who have a high tendency in this aspect, tend to act suddenly without thinking first, like to make hasty and sometimes rash decisions.
- e. Expressiveness. People who have a high value on this aspect, easy to express feelings well and honestly. In general, they also tend to show emotions towards the outside and open well when they are sad, angry, afraid, love or hate.
- f. Practically. People who have high scores on this aspect have a penchant for practical things and are more interested in doing practical things, impatient with abstract or imaginary activities.
- g. Irresponsibility. People who have high scores in this aspect generally do not like things that are too formal, often change their positions, are less able to keep promises and are less socially responsible.

Extrovert personality traits

Extrovert personality traits according to Jung (Wibowo 2017)

- 1) Sociable. This personality tends to have the ability get along with other individuals in the group.
- 2) Easy to adapt. This personality tends to have the ability to adapt to the environment good.
- 3) Active. This personality tends to have the ability to carry out an active activity excited, moving quickly and having interest in many things.
- 4) Does not emphasize the work of the mind. Extroverted personalities tend to do something by not emphasizing the work of the mind. Introvert personality is a personality that open socially, have a tendency not to stay in his position, alert and impatient in dealing with sluggish work.

Factors that affect personality

Personality formation according to Hurlock (1994) is carried out and emphasized both consciously and unconsciously. The following will describe the factors that can affect personality, namely:

- a. Parents, especially mothers who apply different parenting patterns, cause differences in the development of self-concept in children. The interaction between mother and child is so close compared to other family members. Mother becomes the center of regulation in the shape of the child's personality. Although the father also has an influence both in quantity and quality, the largest proportion remains with the mother.
- b. The family as the main social environment of the child and as a social group. Other family members other than parents, such as siblings, cousins, or grandparents who still live with the child. The formation of personality

- patterns in the family has a pattern of proportion due to the high frequency of meetings and is personal.
- c. Schools have an influence in the process of personality patterns. The child as a member of the group where the child interacts becomes a reference for whether he or she is accepted as a member of the group. Teachers are also one of the shapers of personal patterns at the beginning of the school year. This teacher's role occurs especially in enforcing rules in the classroom. The role of the teacher will reduce its influence on the individual when he enters high school and college. When interacting with peers at school, the teacher's dominant role will be replaced by a larger group of peers.
 - d. Mass media as communication, such as the internet, books, magazines, newspapers, television, films and comics is one of the factors that can influence the formation of attitudes, personality and individual beliefs in accepting cultural values from social groups.

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).

THE 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

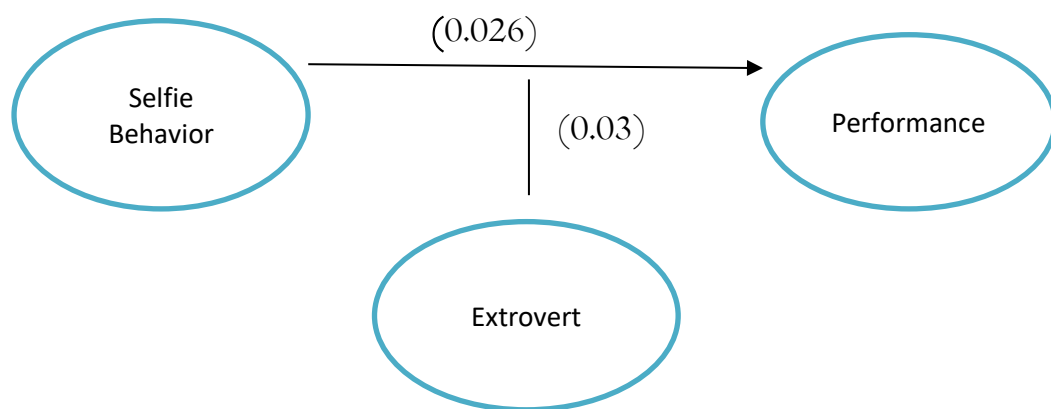
Cronbach's reliability test results, AVE, composite reliability and VIF are listed in the table below:

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:

- It is expected to be able to use mediation variables to see the indirect relationship between selfie behavior and individual performance.
- 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.
- For further research you can see the effects of selfie behavior in a sustainable manner.

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