

Boosting confidence in Indonesian women: Unraveling Instagram's CrossFit influence and social comparisons

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ABSTRACT

The emergence and popularity of CrossFit in Indonesia have challenged conventional fitness norms and gender expectations, potentially contributing to heightened confidence levels among Indonesian women. The advent of social media platforms like Instagram has further amplified these shifts. This research aims to investigate how women CrossFit exercisers in Indonesia engage in social comparisons on Instagram, specifically examining the role of this social media platform within the CrossFit context. By addressing a notable research gap in the literature, this study employs a comprehensive survey incorporating seven distinct scales and 50 carefully crafted questions. These measures aim to assess social comparison behavior, self-confidence, feelings of superiority, and patterns of Instagram usage among women involved in CrossFit activities in Indonesia. Correlation analysis is utilized as a statistical tool to test the research hypotheses. The findings of this study reveal multiple highly significant outcomes, providing a comprehensive understanding of the Indonesian CrossFit community. These findings shed light on important facets such as women CrossFit exercisers' engagement with Instagram, the prevalence of social comparison tendencies, and levels of self-confidence within this population. However, further investigation is necessary to gain deeper insights into the intricate interplay between social comparison, Instagram usage patterns, and the experiences of women participating in CrossFit activities, particularly within the Indonesian context.

Keywords: CrossFit; health communication; Indonesia; Instagram; social comparison

Meningkatkan rasa percaya diri wanita Indonesia: Mengungkap Pengaruh CrossFit dan perbandingan sosial

ABSTRAK

Kehadiran dan popularitas CrossFit di Indonesia telah mendobrak norma-norma konvensional tentang kebugaran dan ekspektasi gender, yang berpotensi meningkatkan tingkat kepercayaan diri di kalangan wanita Indonesia. Kemunculan platform media sosial seperti Instagram semakin memperkuat pergeseran tersebut. Penelitian ini bertujuan untuk menyelidiki bagaimana para perempuan pelaku CrossFit di Indonesia terlibat dalam perbandingan sosial di Instagram, secara khusus meneliti peran platform media sosial ini dalam konteks CrossFit. Dengan mengisi kesenjangan penelitian yang signifikan dalam literatur, penelitian ini menggunakan survei komprehensif yang menggabungkan tujuh skala yang berbeda dan 50 pertanyaan yang disusun secara seksama. Langkah-langkah ini bertujuan untuk menilai perilaku perbandingan sosial, kepercayaan diri, persepsi superioritas, dan pola penggunaan Instagram di kalangan perempuan yang terlibat dalam kegiatan CrossFit di Indonesia. Analisis korelasi digunakan sebagai instrumen statistik untuk menguji hipotesis penelitian. Temuan dari penelitian ini mengungkapkan beberapa hasil yang sangat signifikan, memberikan pemahaman yang komprehensif tentang komunitas CrossFit Indonesia. Temuan-temuan ini menjelaskan beberapa aspek penting seperti keterlibatan perempuan pelaku CrossFit dengan Instagram, prevalensi kecenderungan perbandingan sosial, dan tingkat kepercayaan diri dalam populasi tersebut. Namun, penelitian lebih lanjut diperlukan untuk mendapatkan wawasan yang lebih mendalam tentang interaksi yang kompleks antara perbandingan sosial, pola penggunaan Instagram, dan pengalaman perempuan yang berpartisipasi dalam kegiatan CrossFit, terutama dalam konteks Indonesia.

Kata-kata kunci: Komunikasi; CrossFit; Indonesia; Instagram; perbandingan sosial

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INTRODUCTION

The pervasive influence of the Internet and social media has permeated global societies, altering communication dynamics and the dissemination of information in various ways. Notably, within Indonesia, there has been a significant surge in the population of individuals utilizing the Internet, evident in the substantial growth of Internet users between 2018 and 2022 (Abrar, 2020; Stefanny & Tiara, 2021). The We Are Social (2022) report shows an increasing trend in the number of internet users in Indonesia. In 2018 there were 132.7 million users; in 2019, there were 150 million users; in 2020, there were 175.4 million users; in 2021, there were 202.6 million users; and in 2022, there were 210 million users. Of these Indonesians, more than 60% use social media platforms. These statistics are anticipated to exhibit an upward trend, experiencing further growth in the foreseeable future. The increase in social media users has encouraged various community groups to use social media as a communication tool and marketing medium for multiple products to consumers (Cinelli et al., 2022; Hall & Liu, 2022; Jong et al., 2021; Leighton et al., 2021; Martin & MacDonald, 2020).

The influence of the fitness industry on women's self-perception has been extensively

documented in the scholarly literature (Rojo-Ramos et al., 2022; Teixeira et al., 2021). While fitness endeavors are intended to serve as a means of attaining an ideal physical and mental state that fosters self-assurance, this objective has not consistently materialized for many women over time. Recognizing that the fitness industry operates as a commodified entity actively promoted through various mass media channels is important. Paradoxically, the narratives perpetuated by these media outlets often harm women's well-being (Rodrigues et al., 2019). Mass media platforms, encompassing print media, television, outdoor advertisements, radio broadcasts, and online social networking platforms, have exerted a substantial influence in undermining individuals' self-confidence. The advent of social media has further exacerbated this impact, intensifying its consequences on women's self-perception and self-esteem.

According to We Are Social's report (2022), in collaboration with Hootsuite, the global count of active social media users is projected to reach approximately 4.14 billion individuals in 2022. This figure signifies a notable increase from the preceding year and an escalating trend in social media engagement. The most prevalent social networking platforms in 2022 encompass Facebook, Youtube, WhatsApp, Instagram, and TikTok. Facebook stands at the forefront with the highest monthly active users, estimated

at 2.7 billion people, while Youtube closely follows with 2.29 billion monthly active users. WhatsApp and Instagram boast around 2 billion monthly active users, whereas TikTok garners approximately 1 billion monthly active users. Given the substantial volume of photo and video uploads on Instagram, this platform presents ample opportunities for women to engage in social comparisons concerning their physical appearance, intensifying apprehensions related to body image, especially among adolescent girls (Fardouly et al., 2018) as well as specifically viewing fitpiration images. When individuals browse through photographs on social media platforms, they tend to participate in social comparison, which frequently leads to dissatisfaction with one's appearance (Fardouly et al., 2018) as well as specifically viewing fitpiration images. These social comparisons can have multifaceted repercussions, resulting in diminished self-confidence and increased dissatisfaction with one's physical attributes. In conjunction with the influence of social media, the fitness industry plays a substantial role in perpetuating these issues surrounding low self-confidence. Consequently, this study aimed to examine the influence of social comparison on confidence levels among women engaged in CrossFit programs and active on social media platforms.

Throughout recent decades, the fitness

industry has played a prominent role in disseminating and perpetuating ideals of beauty that are both unrealistic and unachievable for numerous women, exerting detrimental effects on their emotional, physical, and psychological well-being (Anderson et al., 2022; Ando et al., 2021; Nomura et al., 2021). Notably, these harmful narratives significantly influence the self-assurance levels of individuals engaging in fitness programs. The combined impact of participation within the fitness industry promotion and marketing endeavors emerges as two crucial factors shaping women's confidence levels. The traditional conception of fitness has contributed significantly to fostering unattainable ideals of physical appearance and instilling unattainable and often negative self-perceptions. Promotions about the fitness world still give the impression that a slim body posture can achieve beauty, health, and confidence (Ando et al., 2021). Persistent concerns revolve around the potential adverse consequences of social media networking platforms' expansion, amplified involvement in fitness activities, and the inherent likelihood of social comparison on women's well-being.

This investigation aims to enhance our understanding of women engaged in CrossFit activities within the Indonesian context, specifically focusing on the utilization of the social media platform Instagram by

individuals, along with the ramifications of social comparison on their self-confidence. Considering the proliferation of online social networking platforms and the increasing popularity of CrossFit, it becomes plausible to explore the characteristics and experiences of women participating in CrossFit programs while utilizing Instagram and investigate how social comparison influences their self-confidence (DiPrimio, 2020). Thus, this research endeavors to investigate the levels of self-confidence exhibited by women involved in CrossFit exercises in Indonesia, assess their extent of engagement on Instagram and ascertain the impact of this engagement on their self-confidence through the lens of social comparison.

This study contributes significantly to bridging existing research gaps within three key domains: health, particularly fitness; online social networking platforms; and the field of social psychology, particularly pertaining to the intricate interplay between the phenomenon of social comparison and its impact on the levels of self-confidence experienced by women residing in Indonesia. The fitness industry has been pivotal in shaping gender roles, as evidenced in prior studies (García-Fernández et al., 2020; Wang & Lee, 2021) few works have studied how the physical environment or servicescape influences the behavior of consumers in

fitness centers based on gender and age. Therefore, the objective of the study was to analyze the relationship between servicescape and the loyalty of fitness center consumers, analyzing through the Importance-Performance Matrix Analysis (IPMA). These studies shed light on the perpetuation of performance-based stereotypes that not only contribute to reinforcing existing gender disparities within the fitness industry but also perpetuate unequal perceptions and expectations between men and women. Conventional fitness centers have been instrumental in upholding the notion that women possess inherent frailty, fragility, and an inherent inability to engage in physically demanding tasks, thus emphasizing the importance of them to prioritize maintaining a slender physique by avoiding intensive physical labor (Gasparetti et al., 2019; Zhang, 2022).

The fitness industry has profoundly influenced women's perceptions of the ideal physique, often imposing unrealistic standards that engender dissatisfaction and a lack of confidence. Nevertheless, CrossFit stands apart from prevailing stereotypes by promoting the values of strength and muscularity, thereby challenging long-established gender roles. Nonetheless, research remains scarce focused specifically on women engaged in CrossFit programs. The intersection of the rapidly growing fitness industry and the widespread

usage of social media platforms, specifically in the context of fitness, give rise to great prospects for women to engage in social comparison. In a research investigation conducted that examining the utilization of Facebook, significant observations were made regarding the usage patterns among pre-adolescent girls, high school students, and university students displayed heightened concerns regarding body image and self-confidence compared to their non-users counterparts (Fardouly et al., 2018) as well as specifically viewing fitspiration images.

Furthermore, the data revealed across the three groups of pre-adolescent girls, high school students, and university students, Fardouly et al. (2018) as well as specifically viewing fitspiration images discovered a direct correlation between the duration of Facebook usage and the intensity of body image concerns, indicating a positive relationship. Despite considerable research on body image concerns among women on diverse social networking platforms, a research void focused on Instagram, particularly within Indonesia. Hence, the primary objective of this study is to examine Indonesian women who engage in CrossFit exercises, their utilization of Instagram, and the impact of social comparison on their self-confidence levels.

Most extant scholarly works have predominantly examined the ramifications of utilizing social media platforms, particularly

Facebook. Consequently, there is a shortage of research concerning the utilization of Instagram and its potential impact on individuals' self-confidence in social comparison. Furthermore, investigations exploring the influence of the CrossFit industry on individuals' self-confidence are notably scarce. Thus, the current study aims to fill this gap in the existing research by comprehensively examining Indonesian women participating in CrossFit exercises. Specifically, this research examines the levels of self-confidence, perceptions of superiority, involvement with the Instagram platform among the participants, involvement in social comparison, and how these factors collectively influence their self-confidence and feelings of superiority. In light of this research objective, the following hypotheses have been posited: (1) Indonesian women who participate in CrossFit training exhibit elevated levels of self-confidence, resulting in a heightened sense of superiority, (2) Indonesian women involved in CrossFit training display a reduced propensity to engage in social comparison orientations, (3) The extensive intensity and frequency of Indonesian women participating in CrossFit training contribute to heightened engagement levels on Instagram, (4) Indonesian women in CrossFit training demonstrate substantial intensity, frequency, and engagement on the Instagram platform, (5) The intensity,

frequency, and level of involvement in CrossFit training among Indonesian women positively correlate with their tendency toward social comparison orientations, (6) The greater the intensity, frequency, and engagement levels of Indonesian women who partake in CrossFit training on Instagram, the more pronounced their self-confidence and sense of superiority become, and (7) As Indonesian women actively engage in social comparisons within the context of CrossFit training, their level of superiority escalates correspondingly.

RESEARCH METHOD

To scrutinize the proposed hypotheses, the researcher utilized a survey-based approach to gather measurable data about individuals who used Instagram. Pre-established scales enabled the researcher to gauge self-confidence, engagement in social comparison, and the prevalence of social comparison tendencies on the Instagram platform.

In this research, the data was collected from 120 carefully selected respondents to deeply understand how Instagram, specifically in the context of CrossFit influence, affects Indonesian women's self-confidence. Our respondents consisted of Indonesian women as the main research subjects, with various age groups to reflect generational diversity. In addition, we considered the respondents' exercise and health

experiences, such as whether they were active in CrossFit or other types of exercise. A random selection method was used to select the sample so that the results reflect the Indonesian female population more generally.

The data collection process entailed utilizing an online survey administered via the Zoho Survey platform. The survey encompassed seven distinct scales, comprising a total of 50 questions. These scales encompassed various aspects of measurement, allowing for the assessment of self-confidence, social comparison, and Instagram usage.

The first scale employed was the Rosenberg Self-Confidence Scale (Borujeni et al., 2020; García et al., 2019; Roelen & Taylor, 2020) medium & high, which evaluates levels of self-confidence and employs a 10-point scale with positively oriented meanings. Participants were asked to express their agreement level on a 4-point Likert scale, where one represented "Strongly Agree" and four denoted "Strongly Disagree."

The Facebook Frequency of Use Scale was employed as the second measure in this study (Abrar-ul-Hassan & Safdar, 2022; Feng et al., 2019; Rozgonjuk et al., 2020), which was adapted to measure the frequency of Instagram use. Comprising 15 items, the scale utilized in this study evaluated multiple facets of Facebook engagement and adopted a 15-point

scale with positively oriented descriptors. Participants were asked to rate the frequency of their Instagram usage on a 5-point Likert scale ranging from “Very Often” to “Never.”

The third measurement instrument utilized in this study was the Instagram Usage Intensity Scale (Foroughi et al., 2022; Romero-Rodríguez et al., 2020), which gauged the emotional connectedness and integration of Instagram usage into participants’ daily routines. Participants were requested to express their level of agreement on a 6-point scale, with positively oriented statements, using a 4-point Likert scale (1 = Strongly Agree; 4 = Strongly Disagree).

The Social Comparison Orientation Scale was employed as the fourth measurement tool in this study (Reer et al., 2019; Verduyn et al., 2020) the current survey study investigates how three indicators of decreases in well-being (loneliness, anxiety, and depression, which assessed the extent to which respondents engaged in social comparison. Employing an 11-point scale with negatively oriented meanings, this scale aimed to capture participants’ orientation towards social comparison. Respondents expressed their level of agreement using a 4-point Likert scale, ranging from “Strongly Disagree” to “Strongly Agree.”

The fifth scale employed in this study was the Social Comparison Scale (Verduyn et

al., 2020) social comparisons take place at an unprecedented rate and scale. There is a growing concern that these online social comparisons negatively impact people’s subjective well-being (SWB, designed to capture participants’ perceptions of superiority and inferiority. This scale utilized an 11-point scale with negatively oriented meanings. Participants were requested to rate their self-reflection on a 10-point Likert scale, ranging from “Inferior” to “Superior.”

The sixth scale utilized in this research was the Engagement Scale (Barello et al., 2019; Tuovinen et al., 2020; Zhoc et al., 2019) CHE-s, which aimed to assess participants’ involvement in CrossFit-related Instagram use. This scale employed a 6-point scale with negatively oriented meanings to measure the level of engagement on Instagram. Participants indicated their frequency of engagement on a 6-point Likert scale, ranging from “Never or Rarely” to “Several times a day.”

In the present study, measurements were conducted for the dependent and independent variables to determine their mean scores and standard deviations. The measured dependent variable, specifically comparative self-evaluation, demonstrated a mean score of 6.01 with a standard deviation of 1.223. This variable was measured using a 10-point Likert scale, with one indicating perceptions of inferiority and ten corresponding perceptions of superiority.

As for the independent variables, the first variable, self-confidence, exhibited a mean score of 1.90 (SD 0.311). This variable was assessed using a 4-point Likert scale from 1 (Strongly Agree) to 4 (Strongly Disagree). The mean score for the second independent variable, frequency, was 3.89 (SD 0.798). This variable was assessed utilizing a 5-point Likert scale, where a rating of 1 indicated a high frequency of engagement, and a rating of 5 indicated no engagement.

The mean score for the third independent variable, intensity, was 2.11 (SD 0.911). This variable was assessed using a 4-point Likert scale, with 1 reflecting strong agreement and 4 denoting strong disagreement. The mean score for the fourth independent variable, comparison orientation, was observed to be 3.24 (SD 0.645). This variable was assessed utilizing a 4-point Likert scale, where one represented "Strongly Disagree" and four denoted "Strongly Agree." Lastly, the mean score for the fifth independent variable, engagement, was recorded as 3.95 (SD 1.556). This variable was evaluated through a 6-point Likert scale, with 1 indicating "never or rare engagement" and six denoting "engagement several times a day."

RESULTS AND DISCUSSION

The respondents' demographic background

information was gathered in this study. The sample for this research comprised women residing in Indonesia who actively engage in CrossFit activities and utilize the Instagram platform (N = 120). The age range of the sample was 18-24 (N = 28), 25-34 (N = 45), 35-44 (N = 17), 45-54 (N = 19), and 55-64 (N = 11) (23.3%, 37.5%, 14.1%, 15.8%, and 9.1%). The range of marital status of the sample was single (N = 20), married (N = 86), divorced (N = 9), and other (N = 5) (16.7%, 71.7%, 7.5%, and 4.2%). The highest education level of the respondents was high school and equivalent (N = 14), diploma degree (N = 17), bachelor's degree (N = 48), master's degree (N = 31), and doctoral degree (N = 10) (11.7%, 14.2%, 40%, 28.5%, 8.3%), with bachelor's degree, master's degree, and doctoral degree accounting for 74.2% of the overall sample. The monthly income range of the respondents was less than IDR1,500,000 (N = 5); IDR1,500,000 - IDR3,500,000 (N = 22); IDR3,500,000 - IDR5,500. 000 (N = 41); Rp5,500,000 - Rp7,500,000 (N = 38); Rp7,500,000 - Rp10,000,000 (N = 12); and above Rp10,000,000 (N = 2) (4.2%, 18.3%, 34.2%, 31.7%, 10%, 1.7%).

In a sample of Indonesian women, the study examined their participation in CrossFit activities and usage of the Instagram platform. The findings indicated that, on average, participants spent 585 hours per week (SD=4.43)

engaging in CrossFit, with a daily average of 1.9 hours ($SD=0.891$). Additionally, 61.33% of the participants exhibited proactive engagement in the proceedings in CrossFit competitions, while 38.67% did not. The data also revealed that participants checked Instagram an average of 9.7 times per day ($SD=16.71$), with an average of 91 Instagram uses ($SD=81.16$) over a week. Furthermore, the participants had an average of 1,195 Instagram followers ($SD=87.19$).

All the measurement scales utilized within this study exhibited robust reliability. The Rosenberg Self-Confidence Scale, employed for assessing individuals' self-confidence, demonstrated high internal consistency. This was indicated by a Cronbach's Alpha coefficient of .719, calculated across the ten items encompassed by the scale. Likewise, the Instagram Frequency Scale, employed to gauge the frequency of Instagram usage, displayed strong internal consistency with a Cronbach's Alpha coefficient of .921 across its 14 items. The Instagram Intensity Scale, which aimed to capture participants' level of engagement with Instagram, demonstrated high internal consistency with a Cronbach's Alpha coefficient of .932 across its six items.

Additionally, the Social Comparison Orientation Scale, used to measure individuals' inclination towards social comparison, exhibited good internal consistency with a

Table 1 Cronbach's Alpha Coefficients

Variables	Cronbach's Alpha	Item N
self-confidence	.719	10
frequency of occurrence	.921	14
intensity	.932	6
the tendency for social comparison	.819	11
evaluation of oneself in relation to others	.937	11
proactive engagement	.894	6

Source: Research Results, 2023

Cronbach's Alpha coefficient of .819 across its initial 11 items, which were later reduced to 9 items. The Social Comparison Scale, designed to assess participants' self-evaluation concerning others, demonstrated a high level of internal consistency with a Cronbach's Alpha coefficient of .937 across its 11 items. Finally, the Engagement Scale, employed to gauge participants' involvement in CrossFit-related activities on Instagram, exhibited strong internal consistency with a Cronbach's Alpha coefficient of .894 across its six items.

Comprehensive descriptive statistics for the independent and dependent variables investigated in the proposed hypotheses are presented in Tables 2 and 3. Table 2 compares the average score for self-evaluation, which was recorded as $M 7.26$, accompanied by a standard deviation of 1.411. Turning to the independent variables, Table 3 highlights the mean scores

Table 2 Statistical Description of the Dependent Variable

Dependent Variable	M	SD	N
evaluation of oneself in relation to others	7.26	1.411	120

Source: Research Results, 2023

Table 3 Statistical Description of Independent Variables

Independent Variables	M	SD	N
self-confidence	1.91	.511	120
frequency of occurrence	3.19	.521	120
intensity	2.71	.815	120
the tendency for social comparison	3.99	.733	120
proactive engagement	3.15	1.122	120

Source: Research Results, 2023

for self-confidence (M 1.91), frequency (M 3.19), intensity (M 2.71), comparison orientation (M 3.99), and engagement (M 3.15). The corresponding standard deviations were computed as follows: self-confidence (SD .511), frequency (SD .521), intensity (SD .815), comparison orientation (SD .773), and engagement (SD 1.122).

To investigate the proposed hypotheses, correlation analyses were conducted to explore the interrelationships among the variables. The bivariate associations among self-confidence, frequency, intensity, social comparison orientation, self-evaluation, and engagement

are presented in the correlation matrix depicted in Table 4. Similarly, Table 5 presents a comprehensive overview of the bivariate correlations. Additionally, Table 6 analyzes the correlations between the independent and dependent variables, social comparison self-evaluation.

The correlation findings within the dataset offer empirical support for the hypotheses proposed in this study. Hypothesis 1 asserted that Indonesian women participating in CrossFit activities would demonstrate increased self-confidence, leading to a heightened perception of superiority. The correlation analysis substantiates this hypothesis, as evidenced by the mean self-confidence score of 1.91 (SD .511), the mean evaluation of oneself in relation to others score of 7.26 (SD 1.411), and a significant positive correlation of moderate to strong magnitude ($r=.613$, $p<0.01$) observed between self-confidence and tendency for social comparison.

Hypothesis 2 proposed that Indonesian women who engage in CrossFit activities exhibit a decreased propensity for engaging in the tendency for social comparison. The correlation findings lend support to this hypothesis, with the mean self-confidence score of 1.91 (SD .511) and a statistically significant moderate negative correlation ($r= -.299$, $p<0.01$) identified between self-confidence and

Table 4 Significantly Correlated Variables

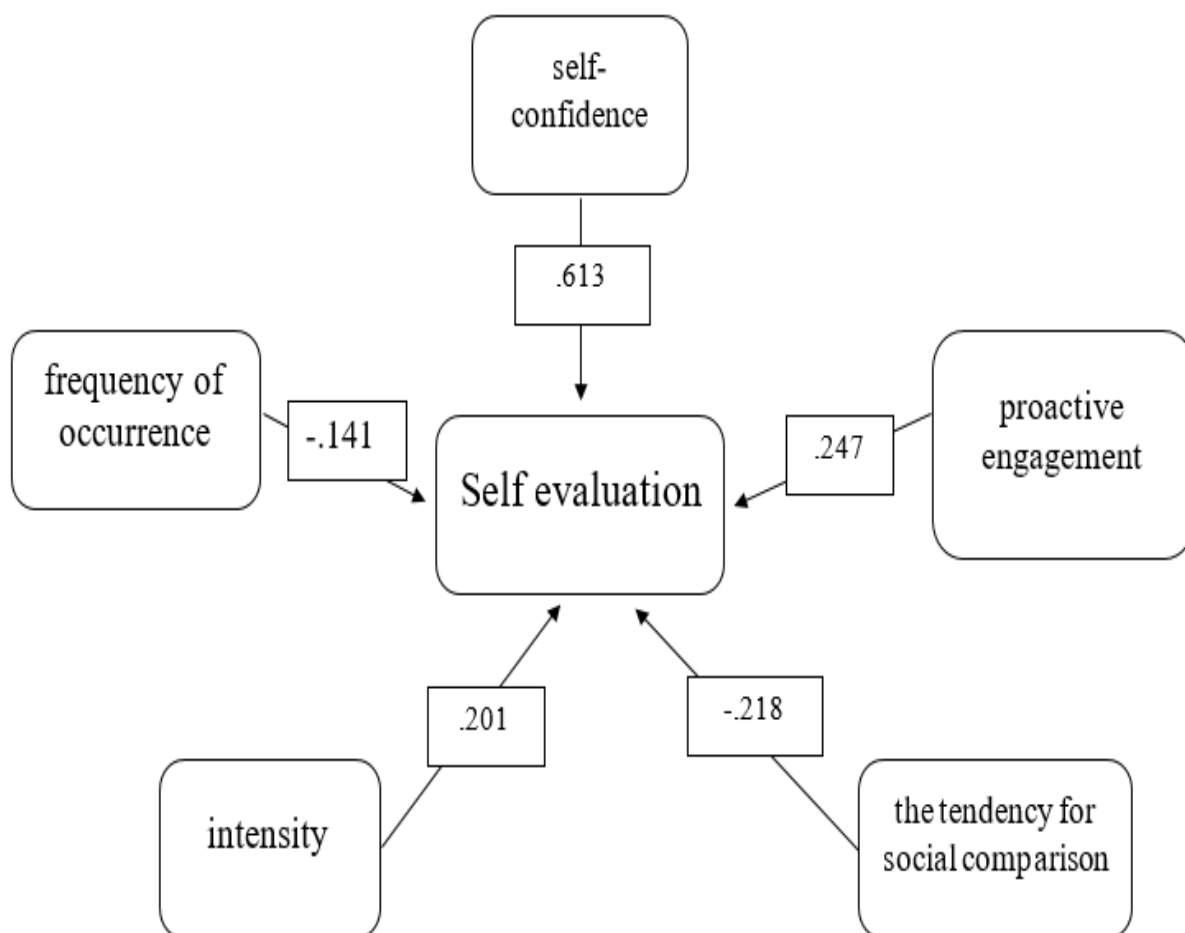
No.	Description	r	p
1	The variable of self-confidence exhibited a significant moderate negative correlation with the orientation toward social comparison	$r = -.299$	$p < 0.01$
2	The variable of self-confidence demonstrates a statistically significant moderate to strong positive correlation with self-evaluation comparisons	$r = .613$	$p < 0.01$
3	The variable of self-confidence exhibits a statistically significant weak positive correlation with engagement	$r = .208$	$p < 0.01$
4	The variable of frequency shows a statistically significant strong positive correlation with intensity	$r = .701$	$p < 0.01$
5	The variable of frequency exhibits a statistically significant moderate to strong positive correlation with engagement	$r = .498$	$p < 0.01$
6	The variable of intensity demonstrates a statistically significant weak positive correlation with comparison orientation	$r = .195$	$p < 0.01$
7	The variable of intensity exhibits a statistically significant weak negative correlation with self-evaluation comparison	$r = -.201$	$p < 0.05$
8	The variable of intensity demonstrates a statistically significant moderate to strong positive correlation with engagement	$r = .487$	$p < 0.01$
9	The variable of comparison orientation exhibits a statistically significant weak negative correlation with comparison self-evaluation	$r = -.218$	$p < 0.01$
10	The variable of comparative self-evaluation demonstrates a statistically significant weak positive correlation with engagement	$r = .247$	$p < 0.01$

Source: Research Results, 2023

Table 5 Description of Statistically Significant Correlations

No.	Description	r	p
1	Individuals with higher levels of self-confidence are less inclined to partake in social comparison orientation	$r = -.299$	$p < 0.01$
2	As an individual's level of self-confidence increases, their inclination to perceive themselves as superior or superior to others also increases	$r = .613$	$p < 0.01$
3	As an individual's level of confidence decreases, their involvement in CrossFit-related content decreases as well	$r = .208$	$p < 0.01$
4	Greater participation in frequency leads to increased engagement in intensity	$r = .701$	$p < 0.01$
5	Increased frequency of Instagram usage correlates with a higher likelihood of engaging with CrossFit-related content on the platform	$r = .498$	$p < 0.01$
6	A decrease in the level of intensity with which individuals engage on Instagram is associated with a reduced likelihood of engaging in social comparison orientation	$r = .195$	$p < 0.01$
7	An increase in individuals' feelings of superiority is positively associated with a higher level of intensity in their Instagram usage	$r = -.201$	$p < 0.05$
8	A positive relationship exists between the level of intensity in a person's Instagram engagement and their likelihood of engaging with CrossFit-related content on Instagram	$r = .487$	$p < 0.01$
9	Individuals who possess a heightened sense of superiority are less inclined to participate in social comparison orientation	$r = -.218$	$p < 0.01$
10	Individuals who experience a greater sense of superiority are more prone to engage in CrossFit-related content on Instagram actively.	$r = .247$	$p < 0.01$

Source: Research Results, 2023



Source: Research Results, 2023

Figure 1 Correlational Examination of Independent Variables and Social Comparison (Self-Evaluation)

Table 6 Correlation Analysis

Variables	M	SD	a	1	2	3	4	5	6
Self-confidence	1.91	.511	.719	(-)	.082	.101	-.299	.613	.208
Frequency of occurrence	3.19	.521	.921		(-)	.701	-.098	-.141	.498
Intensity	2.71	.815	.932			(-)	.195	.201	.487
The tendency for social comparison	3.99	.733	.819				(-)	-.218	.062
Evaluation of oneself in relation to others	7.26	1.411	.937					(-)	.247
Proactive engagement	3.15	1.122	.894						(-)

Source: Research Results, 2023

tendency for social comparison.

Hypothesis 3 suggested that elevated intensity and frequency of engagement on the Instagram platform among Indonesian women CrossFit exercisers contribute to increased engagement levels. The correlation analysis provides empirical support for this hypothesis, revealing a statistically significant robust positive correlation ($r = .701, p < 0.01$) between frequency of occurrence and intensity, a significant moderate to strong positive correlation ($r = .487, p < 0.01$) between intensity and proactive engagement, and a statistically significant moderate to strong positive correlation ($r = .498, p < 0.01$) between frequency of occurrence and proactive engagement.

Hypothesis 4 posited that Indonesian women who engage in CrossFit activities elevated intensity, frequency of occurrence, and proactive engagement on the Instagram platform. The correlation results corroborate this hypothesis, with intensity yielding a mean score of 2.71 (SD .815), frequency of occurrence yielding a mean of 3.19 (SD .521), and proactive engagement yielding a mean of 3.15 (SD 1.122).

Hypothesis 5 proposed that Indonesian women who engage in CrossFit activities exhibit higher levels of the tendency for social comparison with increased frequency of occurrence, intensity, and proactive engagement.

The correlation analysis provides insights into this hypothesis, revealing that the mean score for the social comparison tendency was 3.99 (SD .733). The results indicate a significant weak positive correlation ($r = .195, p < 0.01$) between the tendency for social comparison and intensity, while no statistically significant correlation was found between the tendency for social comparison and frequency of occurrence ($r = -.098$) or involvement ($r = .062$).

Hypothesis 6 postulated that levels of intensity, frequency of occurrence, and proactive engagement on Instagram among Indonesian women CrossFit exercisers would be associated with increased confidence and feelings of superiority. The correlation analysis addresses this hypothesis, with intensity yielding a mean of 2.71 (SD .815), frequency of occurrence yielding a mean of 3.19 (SD .521), and proactive engagement yielding a mean of 3.15 (SD 1.122). The results indicate a statistically significant weak negative correlation ($r = -.201, p < 0.05$) between intensity and tendency for social comparison self-evaluation, no significant correlation between frequency of occurrence and social comparison self-evaluation ($r = -.141$), and a significant weak positive correlation ($r = .247, p < 0.01$) between engagement and social comparison self-evaluation. Additionally, no significant weak positive correlation was found between intensity and self-confidence ($r = .101$),

frequency of occurrence, and self-confidence ($r = .082$). Still, a significant weak positive correlation was observed between engagement and self-confidence ($r = .208, p < 0.01$).

Hypothesis 7 suggested that increased levels of social comparison among Indonesian women CrossFit exercisers would correspond to higher levels of perceived superiority. The correlation findings provide support for this hypothesis, with the tendency for social comparison yielding a mean score of 3.99 (SD .733), social comparison self-evaluation yielding a mean score of 7.26 (SD 1.411), and a significant weak negative correlation ($r = -.218, p < 0.01$) observed between social comparison self-evaluation and the tendency for social comparison.

This study has yielded several significant findings, offering intriguing implications based on the results of the data analysis. To gain a comprehensive understanding of Indonesian women CrossFit exercisers and their Instagram usage as a platform for social comparison, it is essential to examine the scales and hypotheses proposed in conjunction with the data. Preliminary findings indicate that the scales used in this study exhibit high reliability levels, enhancing the measurements' robustness. Moreover, the data reveal noteworthy characteristics of women CrossFit exercisers in Indonesia, including their high levels of

education and above-average income compared to the overall populace. Additionally, most participants demonstrated an extraordinary commitment to CrossFit activities by engaging in them on a frequency of five times per week while concurrently displaying active involvement within the CrossFit community. These findings provide valuable insights into the participation patterns of Indonesian women in CrossFit, their utilization of the Instagram platform, and the intricacies of social comparison that unfold within this context.

This study formulated a series of seven hypotheses to acquire a profound understanding of Indonesian women who engage in CrossFit exercises, their utilization of Instagram, and the phenomenon of social comparison. It is important to note that each hypothesis yielded multiple findings, which do not comprehensively depict the subject matter. Consequently, the results have been organized into four key findings to enhance clarity and comprehensively understand the research participants' circumstances. These four main findings effectively address the research objectives and offer a more comprehensive portrayal of the respondents' situation.

The first major finding pertains to hypothesis 1, which aims to provide an in-depth comprehension of the levels of self-confidence and superiority among Indonesian

women CrossFit exercisers. The data analysis revealed that women participating in CrossFit in Indonesia exhibited mean scores reflective of moderate to elevated levels of self-confidence and a sense of superiority. Notably, the findings demonstrate a positive association between higher levels of self-confidence and a greater likelihood of perceiving oneself as superior and superior to others.

The second major finding encompasses Hypotheses 1, 2, and 5, aiming to understand social comparison engagement among Indonesian women CrossFit exercisers comprehensively. The data analysis indicated that women participating in CrossFit in Indonesia displayed average scores indicating moderate to high self-confidence, superiority, and social comparison orientation. Notably, the findings revealed an inverse relationship between self-confidence and engagement in social comparison orientation, suggesting that increased levels of self-confidence were linked to decreased probabilities of engaging in such comparisons. Additionally, the data demonstrated that increased social comparison orientation corresponded to higher levels of perceived inferiority. The research subjects exhibited a moderate to high propensity for engaging in social comparison orientation based on the data findings.

The third primary finding pertains to

Hypotheses 3 and 4, which sought to examine the patterns of engagement on the Instagram platform among Indonesian women CrossFit exercisers. The data analysis revealed that these women exhibited average scores indicating moderate to high levels of Instagram Intensity, moderate to low frequency of occurrence, and moderate engagement. Moreover, the findings indicated a positive relationship between frequency and engagement with Instagram content related to CrossFit activities, suggesting that as the frequency of platform usage increased, so did the level of engagement with CrossFit-related content. Similarly, the increased intensity was associated with higher levels of engagement with CrossFit-related Instagram content. Additionally, the data highlighted that higher frequency levels were linked to increased intensity levels. Overall, the data provided insights into Indonesian women CrossFit exercisers' moderate to occasionally high engagement on Instagram.

The fourth primary finding pertains to Hypotheses 3 and 6, which aimed to examine the usage of the Instagram platform and its impact on the confidence and superiority levels of Indonesian women CrossFit exercisers. The data analysis revealed that these women exhibited average scores indicating moderate to high levels of Instagram Intensity, moderate to low frequency of occurrence, and

moderate engagement. Moreover, the findings demonstrated a positive association between intense Instagram usage and higher levels of superiority and a positive relationship between CrossFit-related engagement and superiority. However, no statistically significant correlation was observed between frequency and self-evaluation in social comparison. Additionally, the results indicated that higher levels of engagement were associated with increased self-confidence, but no significant correlations were observed between intensity or frequency and self-confidence levels. Overall, the findings within the research subject group revealed mixed outcomes when examining the relationship between superiority, self-confidence, and overall engagement on the Instagram platform.

In a digital age dominated by the influence of social media, it is crucial for Indonesian women to maintain their confidence levels. To improve the confidence of Indonesian women, we recommend several actions. Firstly, there is a need to increase understanding of the influence of social media, especially Instagram, on women's body perception and self-confidence. Educational courses that promote this understanding can be very helpful. Furthermore, it is important to encourage diversification of the content consumed by Instagram users, especially women, by emphasising the importance of celebrating body diversity and

physical achievements, such as CrossFit. We also recommended supporting campaigns that celebrate women's achievements and personal journeys as a means to motivate women to feel more confident. In addition, motivating women to get involved in exercise communities such as CrossFit can help boost their confidence, as these communities provide emotional support and encouragement to reach their full physical potential. Finally, arranging therapy or counselling to help women evaluate themselves in a healthy way and overcome feelings of lack of confidence is a very important step.

CONCLUSION

Upon analyzing the collected data, numerous robust correlations emerged within the scope of this study. The findings yielded substantial insights into various aspects, including the CrossFit community in Indonesia, the engagement of women CrossFit exercisers on Instagram, social comparison tendencies, and self-confidence levels. Nevertheless, there is still room for further exploration to deepen our understanding of the complex interplay among social comparison, Instagram utilization, and women's involvement in CrossFit activities within the Indonesian context. Future research endeavors can address the pressing concerns surrounding low self-confidence, thereby advancing knowledge in this domain.

This research sheds light on the dynamic transformation occurring within the fitness and social media sectors, underscoring the importance of continuously examining variables related to communication and investigating innovative metrics to gain deeper insights into ongoing transformations. By delving into crucial facets such as communication comprehension, the development of social comparison, and the nuanced understanding of self-confidence, this study provides valuable findings that can inform future research in the field of communication. It also highlights the need for further investigation into the role of social media platforms in promoting social comparison and the resulting consequences for the fitness sector.

Significantly, this research aims to elucidate the influence of gender roles on self-confidence and the role of the Instagram platform in exacerbating the increasing apprehensions related to women's mental and physical well-being in Indonesia. While this study does not provide definitive solutions to these issues, it is a substantial steppingstone for subsequent research endeavors.

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