Growing Confidence in Sports Through Social Media Influencers

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ABSTRACT

Background: Discussion of self-confidence or ideal body shape is a serious and important discussion for today's society. The role of social media influencers is important to know, especially in the messages presented on mass media social media.

Objective: The aim of the research is to increase self-confidence to carry out sports activities through mass media or social media. This research aims to increase the self-confidence of children or people who lack self-confidence. This raises public awareness of certain issues in society, including self-confidence or the ideal body.

Method: This research uses qualitative methods and qualitative content analysis methodology. This article ultimately makes the important empirical finding that social media influencers play an important informational role for social media users who cannot afford traditional media offerings. Content created by social media influencers such as messengers offers something new to understand the concept of the ideal body, not only about the physical appearance of beauty, but also related to how people maintain a healthy body.

Results: We can see the results of this research based on the F test results table on the influence of the independent variable (self-confidence in sports) on the dependent variable (media influencer). These results show that with the significance value of F>Ftable, there is an influence from social media influencers to make other people interested in doing sports.

Conclusion: There are things that make people want to move, one of which is invitations via social media from famous influencers.

KEYWORD: Self-confident; sport; social media

INTRODUCTION

One of the most consistent findings in the elite performance literature is the significant relationship between self-confidence and successful athletic performance. (Hays et al., 2009). Confident people tend to use the cognitive resources necessary for athletic success more skillfully and effectively. For example, although not directly tested in the sports literature, (Hays et al., 2009). Integrative model of sport self-confidence (Vealey, Citation2001) We predict that organizational culture (e.g., competitive standards, motivational climate, athletic program structural goals and expectations) and individual athlete personality traits, attitudes, and values influence athlete development and performance.
Self-confidence in athletes and three areas through which athletes gain self-confidence: performance, self-regulation, and social situations. An athlete's level of self-confidence influences an athlete's thoughts, feelings and behavior, which in turn determines the athlete's performance (Hays et al., 2009). We all display a certain level of self-confidence. in other people, in education and health systems, and in broader technological and social systems. However, trust in university literature is often associated with self-efficacy (Gottlieb et al., 2022).

Self-confidence is one of the variables that is most strongly related to athlete performance (Robazza & Bortoli, 2007). Self-confidence refers to a person's confidence in controlling themselves and their environment. The perceived ability to improve anger management and provide athletes with opportunities to utilize their emotions appropriately to achieve athletic goals. It also prevents athletes from giving in to destructive anger and aggression, which are among the symptoms (Barton, 1998; Woodman, & Hardy, 2001). Research shows that high self-confidence in athletes is associated with perceived constructive skills (Ford & Collins, 2010). Confidence reduces symptoms of competitive anger (Hanton & Connaughton, 2002) Provides resources to help you cope with negative emotions (Ford, & Collins 2010; Hanton, & Connaughton, 2002). Pre- and post-match self-confidence often correlates with improved performance (Craft et al., 2003).

Self-confidence can influence an athlete's performance, and the relationship between self-confidence and performance has been proven in many sports' science studies. Self-confidence was found to be highly correlated with the performance of experienced athletes. But will social media influencers constantly telling us to “live healthy, exercise” further increase this confidence? (Bishara & Hittner, 2017). Sport is a highly visible social institution in almost all societies.

Because sport combines characteristics found in all institutions with a unique appeal that perhaps only religion can emulate. Perspectives from functional studies, conflict studies, and cultural studies will be discussed, and how sport is linked to processes of socialization and social change will also be discussed further. The latter focuses on the evolution of sport from a fun, participatory activity to something resembling a corporate form based on principles. commercialism and entertainment. The role of sport in international relations and national development highlights the importance of sport to many societies. Sport may be inclusive on a higher political level, but not on a personal level when viewed from a gender or racial perspective. The inequality that characterizes gender and race relations in society can also be found in sport (Washington & Karen, 2001).

Social media is changing the way information is distributed throughout society and around the world. The speed and transparency of information has led to the rapid development and dramatic growth of blogs, social networking sites, and media sharing technologies (such as YouTube). Events that a few years ago might have remained a state secret forever, are now reported around the world in a matter of minutes. The traditional role of media is changing along with the expansion of data transmission technology. Citizens with cell phone cameras can send ugly, unfiltered images around the world in the time it takes to make a phone call. Communities can use social networks to mobilize groups to support a cause without facing the risks and costs typically associated with activism. On the other hand, there is little that governments and institutions can do to stop this effectively. The aftermath of Iran's elections in June 2009 is an example of how social media can change the nature of political debate and conflict throughout the world (Mayfiel, 2009).
**METHOD**

**Research design**

This research uses qualitative methods using qualitative content analysis techniques. Content analysis techniques are used to monitor messages conveyed by social media influencers regarding various important aspects such as health, self-confidence and ideal body shape. Qualitative content analysis allows writers to gain a deeper understanding of the message content by understanding the meaning of the message, including understanding the syntactic and semantic aspects of the message. Additionally, qualitative content analysis allows writers to correctly interpret the messages conveyed, allowing researchers to interpret existing messages and understand the role of social media influencers in informing their audiences.

This article takes a social media influencer with the Instagram and Tiktok account @Gilangseiya as the main topic when writing this article. This allows the author to observe and explain some of Gilangseiya's activities, especially those related to his efforts to bring to society a new understanding of the ideal body, lifestyle, and health. Therefore, several downloads from the Gilangseiya account, especially those related to the ideal body, lifestyle and health, are the subject of this article.

**Participant**

Participants for this research are all people who use social media. Researchers interpret and present messages or video content created by the influencer. Because this article examines 10 uploads out of approximately 100 uploads, however, the selection of uploads was done purely based on the level of importance of the content, which contains calm, increases self-confidence in doing sports and also aims to invite or urge the public, more precisely, to start living a healthy life. This article also looks at message retweets and other things that help writers determine a message’s importance. This not only encourages researchers to use qualitative content analysis as a methodological approach, but also guides them in applying the data analysis techniques explained in the next phase (Budijanto, 2016).

- The author classifies and categorizes all text messages (uploads) on social media related to topics determined by the author, such as health, self-confidence and ideal body shape.
- All aspects of the text collected by the author are reflected and analyzed based on theoretical research collected by the author.
- The writer uses inductive logic techniques and interpretative principles to interpret the syntactic and semantic aspects of the message.
- The author summarizes the results of the interpretation and consideration of the message presented in the form of an explanatory presentation.

In this research, the author uses people who use social media, which more precisely refers to people who lack the confidence to carry out sports activities (Hoven, 2019). The author observes the video content posts from the Gilangseiya TikTok account. The Gilangseiya account is where the author sees how many good messages or comments there are or people who are enthusiastic about doing this sports activity. The sample used in this research was 50 people who always use social media.

**Procedure**

The purpose of qualitative research methods is to describe a process or experience, and for this purpose, the aim is to make sense of the experience or data phenomena as they arise. With the overall aim of understanding a situation or how something is experienced in a deep
and meaningful way, this qualitative research method is not a variation of an experiment, but is based on a very different philosophical perspective that gives credence to different ways of knowing (Cruz & Tantia, 2017)

This procedure uses a Google form which contains all the questions aimed at using social media. This written source can be a secondary or primary source so that the data obtained can be secondary or primary.

**Research Instrument**

The research instrument used was the American Psychological Association’s Standards for Educational and Psychological Tests and Manuals (Vealey, 1986)

**Validity test**

Table 1.
Test the Validity of Research Instruments

<table>
<thead>
<tr>
<th>No</th>
<th>R count</th>
<th>R count</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0.654</td>
<td>0.279</td>
<td>Valid</td>
</tr>
<tr>
<td>2</td>
<td>0.601</td>
<td>0.279</td>
<td>Valid</td>
</tr>
<tr>
<td>3</td>
<td>0.636</td>
<td>0.279</td>
<td>Valid</td>
</tr>
<tr>
<td>4</td>
<td>0.563</td>
<td>0.279</td>
<td>Valid</td>
</tr>
<tr>
<td>5</td>
<td>0.593</td>
<td>0.279</td>
<td>Valid</td>
</tr>
<tr>
<td>6</td>
<td>0.738</td>
<td>0.279</td>
<td>Valid</td>
</tr>
<tr>
<td>7</td>
<td>0.572</td>
<td>0.279</td>
<td>Valid</td>
</tr>
<tr>
<td>8</td>
<td>0.642</td>
<td>0.279</td>
<td>Valid</td>
</tr>
</tbody>
</table>

Efficacy testing indicated that 50 people participated in the study. To check its validity, we check the table. The results show that a large r (namely 0.279) calculated from the r table makes the data valid. This is because the results are greater than the r table (namely 0.279). If r count is less than r table then the data is invalid.

**Uji Reabilitas**

This was done to test the reliability of this research and measure whether the questionnaire is consistent with this research. Previously alpha was determined at 0.60. A variable is said to be reliable if its value is greater than 0.60. Anything smaller is not reliable.

Table 2.
Research Instrument Reliability Test

<table>
<thead>
<tr>
<th>Cronbach’s Alpha</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>.776</td>
<td>8</td>
</tr>
</tbody>
</table>

The results of the reliability test can be seen if the variable's Cronbach's alpha is higher than the basic value, namely 0.776 > 0.60. The results prove that all the statements in the questionnaire are proven to be reliable.

**Research procedure**

- The procedure used by researchers is:
- Using Google form media which contains questions that have been provided by the researcher
- The Google form is distributed via a link provided by the researcher and the community fills in the questions with their own beliefs.
- The assessment is determined by how many percentages of people answered IMPORTANT, NOT IMPORTANT, AND, VERY IMPORTANT
Data analysis

Data analysis was carried out qualitatively with the following steps: a. Data collection. b. Data reduction. c. Presentation and classification of data, and d. Drawing conclusions and verification (Milioni et al., 2016). In this research, the technique used in collecting data was using Google from.

RESULT

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F count</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>382.776</td>
<td>1</td>
<td>382.776</td>
<td>43.413</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>423.224</td>
<td>48</td>
<td>8.817</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>806.000</td>
<td>49</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Confidence in Exercise
b. Predictors: (Constant), Media Influencer

We can see the results of this research based on the F test results table on the influence of the independent variable (self-confidence in sports) on the dependent variable (media influencer). These results show that with the significance value of F count >F-table, there is an influence from social media influencers to make other people interested in doing sports.

For this reason, with results like these, it is clear that it is true that there is an influence on self-confidence in sports that has been influenced by influencer media such as sports videos spread on the internet by influencers.

DISCUSSIONS

This article finds a number of important things that are worth discussing in more depth, regarding health and self-confidence. So far, general views about health, self-confidence and ideal body shape are often developed separately, even though the three are still related to one another. For people who still lack confidence in carrying out sports activities, there are many influencing factors, such as not knowing what exercise to do, not knowing the movements to do when exercising, feeling confused about what kind of exercise to do and being lazy about leaving the house to do exercise (Machida et al., 2012). Actually, exercise can be done anywhere, while we are working, we can do sports such as jogging, lifting weights for those who work as construction workers, for those who are too lazy to leave the house, they can exercise at home, such as working out if there is exercise equipment nearby. houses like dumbbells and many others.

The author observes posting sports-themed content that can be done by anyone at home in the field, like the @rolansihombing social media account. On @Gilangseiya’s social media account, which has more than 8 hundred thousand followers and more than 100 posts on its TikTok account, which always have a sports theme, where the content always inspires us to do sports activities and always provides references that we can take and gets lots of comments. The positive thing about these positive comments is that the content he creates is useful for many people.
Looking at the picture above, we can see the positive comments given by followers on their Tiktok accounts, more precisely social media users.

In the picture above we can see that the influencer gave us a reference on how to do squats correctly and yes, he does this activity at home. From the picture above we can discuss that if we don't know what sport we are going to do, are confused about what movement we want to do, right, we can use social media to look for references for what sport we are going to do, like the influencer picture above from @rolansihombing do push-up and give us an example of how to squat properly.

**CONCLUSION**

This research leads to important conclusions about aspects of rhetoric and their relationship with aspects of social media according to aspects of rhetoric related to the formation of social ideas about the ideal body. Therefore, this research finds that social media influencers play an important role in building a new understanding of the concept of confident, healthy living that is not only based on Western views, but also based on local aspects and
body health. This fact builds new thinking and a new understanding of the concept of the ideal body, not only in relation to physical appearance and fitness, but also how individuals maintain body health and self-confidence. This is a vehicle for the Gilangseiya account to invite followers to maintain an ideal body and mind in order to achieve health as part of a lifestyle and also to grow self-confidence in ourselves.

From this research there are several limitations that cause interference and lack of results of this research. Limitations contained in this research include the following:

- Limited literature on previous research results that researchers still lack. This results in this research having many weaknesses, both in terms of research results and analysis.
- The author's knowledge is limited in creating and compiling this article, so its reliability needs to be tested again in the future.
- Limited data used in this research makes the results less than optimal.
- This research is far from perfect, so the next research is expected to be better than the previous one.

**REFERENCE**


Menumbuhkan Percaya Diri Dalam Berolahraga Melalui Sosial Media Influencer

ABSTRAK

Latar belakang: Pembahasan kepercayaan diri atau bentuk tubuh ideal diskusi serius dan penting bagi masyarakat saat ini. peran Influencer media sosial penting untuk diketahui, terutama dalam pesan yang disajikan di media sosial media massa.

Tujuan: Tujuan penelitian adalah untuk meningkat sebuah kepercayaan diri untuk melakukan aktifitas berolahraga melalui media masa atau sosial media. Penelitian ini bertujuan meningkatkan kepercayaan diri anak atau masyarakat yang kurang percaya diri. Hal Ini Yang menimbulkan kesadaran masyarakat akan isu-isu tertentu dalam masyarakat, termasuk kepercayaan diri atau tubuh yang ideal.

Metode: Penelitian ini menggunakan metode kualitatif dan analisis isi kualitatif Metodologi. Artikel ini akhirnya berhasil temuan empiris penting bahwa influencer media sosial memainkan peran penting informasi penting bagi pengguna media sosial yang tidak mampu membeli media tradisional menawarkan. Konten yang dibuat oleh influencer media sosial seperti messenger menawarkan sesuatu yang baru pahami konsep tubuh ideal, bukan hanya tentang penampil fisik kecantikan, tetapi juga terkait bagaimana orang menjaga kesehatan tubuh.

Hasil: Hasil pada penelitian ini dapat kita lihat berdasarkan tabel hasil uji F pada pengaruh antara variabel bebas (kepercayaan diri dalam olahraga) terhadap variabel terikat (media influencer). Hasil tersebut menunjukkan bahwa dengan nilai signifikasi F>F tabel maka terdapat adanya pengaruh dari media sosial influencer untuk membuat orang lain tertarik melakukan olahraga.

Kesimpulan: Ada hal yang menyebankan masyarakat ingin bergerak, salah satu diantaranya adalah ajakan melalui sosial media dari influencer terkenal.

KATA KUNCI: Percaya diri; olahraga; sosial media