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Stimulation of Anxiety Management for Instagram Followers @najwashihab by Comparing the Credibility of Quraish Shihab and Najwa Shihab

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ABSTRACT

Keywords:
credibility, mindfulness, anxiety management, Instagram

This research explores the reactions of Instagram followers @najwashihab after watching content featuring Najwa Shihab with Quraish Shihab on Najwa Shihab's YouTube channel. This research uses a quantitative approach with survey methods. Data was obtained from survey results among followers of the Instagram account @najwashihab regarding the credibility of Quraish Shihab and Najwa Shihab in conveying messages. The results of this research show that the communicants or audience, namely Instagram followers @najwashihab, show the influence that these two sources have on the management of anxiety. Exciting findings from this research show the reactions of communicants after seeing the messages delivered by Quraish Shihab and Najwa Shihab. Instagram followers @najwashihab can manage anxiety through mindfulness, namely being aware of their surroundings and being able to accept emotions openly.

Further research should consider variables such as attitude, quality of life, mental health, self-love, quarter-life crisis, and anxiety management and consider questionnaires for comprehensive research.

Introduction

Around 90 percent of internet users in Indonesia are dominated by social media users (Hermawansyah & Pratama, 2021). This makes social media seen as a device and a social reality in virtual space (Rahawarin, 2022). Therefore, all information spread on social media has the same consequences as reality in the real world; it can even be worse when fake news or hoaxes are considered the truth (Masi et al., 2022). Therefore, social media also significantly influences social change in society (Cahyono, 2016).

Social media has significantly changed people's behavior, primarily buying and selling transaction behavior, which is far from conventional behavior (Sari, 2022). Social media also significantly influences many people to make a decision they consider the right choice (Indriyani & Suri, 2020); (Jannah et al., 2023). Amelia and Balqis (2023) say that changes in communication patterns are unavoidable in the digital era that continues to develop. Communication in the digital era conveys messages, creates understanding, builds relationships, and forms social identities. One visible change is the emergence of social media to communicate and interact. Other social media have changed the traditional communication paradigm and opened new doors in social interaction. Social media allows the formation of virtual communities where individuals with the same interests and views can connect without being limited by geographic boundaries (Amelia & Balqis, 2023). Technology will continue to develop as civilization advances, significantly changing the quality of life and human lifestyle (Chinmi et al., 2020).

People use social media to learn and search for information, one of which is related to mental health problems. This mental health issue is experienced by many people entering early adulthood. A person who is going through the early adulthood phase who is going through these stages of development experiences problems and is unable to respond well to the various problems they face can certainly experience various psychological problems, one of which is anxiety disorders, namely feeling adrift in uncertainty and experiencing an emotional

crisis or usually called a quarter life crisis (Atwood & Scholtz, 2008:79-83; Robbins & Wilner, 2001).

With the Instagram account @najwashihab, Najwa Shihab is a public figure who is quite popular among young people, with 23.7 million followers. This makes whatever is posted on social media have significant implications. Through her account, Najwa Shihab often posts pieces of content with her father, Quraish Shihab, previously published on her YouTube channel. Najwa Shihab's YouTube channel content often discusses topics viewed from a religious perspective with her father, Quraish Shihab, a lecturer and expert on the Al-Quran. The perspective built using a religious approach aims to influence audiences with religious values. This approach is critical because a religious approach is a strong predictor in treating mental health such as depression and anxiety (Garssen et al., 2021). Najwa Shihab's messages are in the form of attitudes and arguments in social practice as texts in linguistic communication, delivered directly (orally) as simple messages encoded in media that are easy to hear or watch (Moscato, 2018).

The credibility characteristics of both Najwa Shihab and H.M. Quraish Shihab have a distinctive difference. Muhammad Quraish Shihab is known to the Indonesian people as a competent Al-Quran Tafsir Scholar and figure as a Muslim reformer scholar in Indonesia (Amirudin, 2017). This is in line with the characteristics of Islamic thought, which tends to be both rational and moderate, in order to answer the challenges of dynamic changes in today's times that require intellectual maturity in humans to be empowered to overcome the various life problems they face (Aprison, 2017). M M. Quraish Shihab took a philosophical approach to examine various views through various writings, further resulting from thoughts and interpretations of the Al-Quran, which were then linked to people's lives and were published in books starting in 1995, 1996, 2005, and 2006. Quraish Shihab also has a YouTube channel as a lecture medium. H. M. Quraish Shihab's lecture looked very relaxed and straightforward. However, even though he looks relaxed, his firmness can be seen from the emphasis on intonation when speaking as a scholar who is a specialist in the field of Al-Quran exegesis, so his religious knowledge is beyond doubt (Dedi et al., 2022).

Meanwhile, Najwa Shihab is a public figure famous for his critical thinking when discussing issues currently hot in the public. Najwa Shihab is an alumnus of the Faculty of Law, University of Indonesia (UI), who graduated in 2000. The

beginning of her career in journalism was when she interned at the RCTI Television station as a journalist (Ritonga, 2018). The style of language he conveys can influence the perception of anyone who watches it. Najwa Shihab was appointed as the Indonesian Reading Ambassador from 2016 to 2020 by the National Library of the Republic of Indonesia. He is tasked with campaigning for his love of books, talking about literacy, and caring about the level of book readers among young people. An overview of the role of communication sources and efforts to deal with youth anxiety will be explained using source credibility theory and anxiety and uncertainty management theory.

From this credibility, Najwa Shihab, through her personal account @ najwashihab, has quite a significant influence in attracting the attention of many people. This research tries to explore further how the followers of the @najwashihab account are influenced by the content it presents, especially content carried out with Quraish Shihab.

Much research has been carried out regarding the behavior of social media users. *First*, research conducted by Doni related to the behavior of social media users among teenagers. The results of this research show that social media has a significant influence on teenagers' self-efficacy (Doni, 2017). *Second*, Mulawarman and Nurfitri researched social media behavior and its implications in applied psychology. This research examines the behavior of social media users related to selfies, cyber war, online shopping, personalization of users, and sharing culture (Mulawarman & Nurfitri, 2017)

Apart from that, studies on the behavior of social media users have been carried out on other groups from the middle class. Research conducted by Drakel et al. is the *third* research regarding social media user behavior among students. The research concluded that social media users consist of students who use social media during the teaching and learning process and when outside campus. This makes them dependent and makes the learning process ineffective (Drakel et al., 2018).

Fourth, research was conducted by Tialonawarmi and Kurniawan, who also examined social media user behavior among students. In contrast to previous research, this research concludes that using social media among students has positive implications, both in the form of behavior and attitudes (Tialonawarmi & Kurniawan, 2022). Apart from that, the *fifth* research conducted by Suryadi et al. examined the behavior of social media users among mothers. This research concludes that social

media is a means of communication and obtaining information. Apart from that, social media also functions as entertainment and self-existence, which is influenced by the culture of the surrounding environment (Suryadi et al., 2022).

From various studies that have been conducted, this research has quite significant differences. Starting from taking respondents consisting of Instagram followers @najwashihab to the impact or behavior of these followers after watching Najwa Shihab's content with Quraish Shihab on Instagram and YouTube. Even though several studies have similarities regarding social media objects such as Instagram, this research takes a different perspective from the various studies conducted.

Method

This research uses quantitative methods. Quantitative research relates to the meaning of a phenomenon (variable) studied numerically and obtained through variable measurement results such as questionnaires, tests, and observations (Sugeng, 2020). This approach focuses on collecting data and explaining specific phenomena experienced by the population and wants to measure the variables. Data collection uses surveys, namely research using questionnaire instruments to collect sample data from a population (Singarimbun, 2012).

This research uses a positivistic paradigm based on the assumption that an indication is causal (cause-and-effect). The population in this study were followers of the Instagram account @najwashihab, from which a sample of 100 respondents was taken. The sampling technique is non-probability sampling, namely a sampling technique in research that provides a different chance or opportunity for each element or member of the population to be selected as a sample. Researchers used a non-probability sampling technique, namely the purposive sampling technique. Purposive sampling is a technique for determining samples with specific considerations and criteria (Sugiyono, 2016, 2017).

The research subjects were followers of the Instagram account @najwashihab who had watched Najwa Shihab's YouTube content via the bio link on Najwa Shihab's Instagram profile. Meanwhile, the research object is content about the quarter-life crisis guided by Quraish Shihab and Najwa Shihab on the YouTube channel @najwashihab to determine the credibility of communicators in conveying information as assessed by competence, attitude, attractiveness, and personality.

Research measurements refer to two theories: source credibility theory and anxiety and uncertainty management theory. This theory is used to measure the extent to which a communicator has a set of credibility and how the communicator shows the effect or impact of the communicator's message in managing or managing his or her anxiety. According to this theory, people's anxiety in social situations influences their anxiety management, so they tend to feel insecure and unsure when they behave.

Therefore, this research has several hypotheses, including:

H_1: The credibility of Najwa Shihab's sources has a significant effect on managing youth anxiety.

H_2: The credibility of the Quraish Shihab source has a significant effect on managing youth anxiety.

H_3: There is a significant difference in influence between the credibility of Najwa Shihab's and Quraish's sources on managing youth anxiety.

Apart from that, this research also uses the source credibility theory approach developed by Carl Hovland. Hovland et al. (1953) said that source characteristics have a role in persuading the audience's initial acceptance but have minimal long-term effects. The long-term effect felt by the public is known as the sleeper effect. The implementation of the theory of source credibility and attractiveness in a campaign must be delivered by individuals who are considered to have credibility so that they can influence their audience. Source credibility theory asserts that the source's reliability, status, and expertise increase the quality of the message. Credible sources will be able to strengthen the value of the information disseminated. In addition, communication sources with high credibility will be more effective in changing someone's opinion or perception than communication sources with low credibility (Chang & Utami, 2022).

Source credibility is a positive characteristic of the communicator that influences the reception of the message by the recipient. Several factors form credibility, for example, trust and attractiveness. Trust is the level of confidence the audience has in receiving the message from the communicator. Trust is essential in persuading and changing audience attitudes (Ohanian, 1990). Attractiveness is a good characteristic of a communicator, such as physicality, skill, intellect, personality traits, lifestyle, or athletic prowess. Attraction can attract or persuade audiences to follow what they see (Erdogan, 1999).

Communicators who have high credibility will quickly change the perceptions and behavior of people who watch them, including M. Quraish Shihab and Najwa Shihab, who are public figures and motivators who can persuade and change the audience's perception through their language. The communicator function also requires special attention in conveying messages on digital media because the audience is active users and will focus their memories on the communicator as long as the communicator conveys the message. This shows that when audiences use the public to search for information, they must consider the source's credibility so that the information obtained has high trust. Soroya et al. (2021)and they consult a variety of information sources nowadays. However, studies show that information from multiple sources can lead to information overload, which then creates negative psychological and behavioral responses. Drawing on the Stimulus-Organism-Response (S-O-R say that individuals utilize not only the media to find out various information but also consult the sources.

Sources play an essential role in conveying knowledge, so sources need to express meaning clearly and accurately to avoid misunderstandings among the audience in interpreting the information provided (Soroya et al., 2021)and they consult a variety of information sources nowadays. However, studies show that information from multiple sources can lead to information overload, which then creates negative psychological and behavioral responses. Drawing on the Stimulus-Organism-Response (S-O-R. Hovland and Weiss (1951) expressed the same thing, namely that it is essential to see the effectiveness of communication through the audience's attitude toward the communicator. Mastery of material by the communicator can increase or decrease audience trust. Soroya et al. also revealed that it is essential to see the role of information sources that can improve individual psychological well-being, such as mental health.

This research also uses the anxiety or uncertainty management theory approach developed by William B. Gudykunst. Gudykunst uses the concepts of strangers, anxiety, effective communication, and awareness as the theoretical basis for describing interpersonal relationships and communication between groups (Ramadita & Habibi, 2023). The concept of strangers describes communication interactions between individuals from the same group and between individuals from different groups simultaneously. Communicating and interacting with strangers is characterized by anxiety and uncertainty, which has an impact on a

person's psychology and reduces comfort. Individuals will look for communication patterns when interacting with strangers to manage their anxiety and uncertainty (Nurdin, 2020).

Uncertainty is a cognitive phenomenon that influences how individuals think about other individuals. Anxiety is related to an affective or emotional condition that contains uncertainty. Anxiety arises from feelings of restlessness, anxiety, and worry about things that might happen. Effective communication occurs when the communicator and communicator have the same perception when exchanging messages. Anxiety and uncertainty are fundamental factors that influence effective communication (Nurdin, 2020). Managing anxiety and uncertainty helps realize a mindful communication process and the meaning of messages. Mindfulness is an essential aspect of discussing anxiety and uncertainty. So, mindfulness is considered a type of communication used to reduce anxiety and uncertainty (Ibrahim, 2020).

Findings and Discussion

The description of the research findings in this discussion section will focus on three things, namely (1) descriptive data analysis, (2) multiple regression analysis to make comparisons, and (3) analysis of the magnitude of the combined influence of the independent variables, namely credibility, on managing the anxiety of followers or account followers. Najwa Shihab's Instagram. The description and analysis of the findings refer to the research objective, namely to determine the influence of the credibility of Najwa Shihab and Quraish Shihab's sources on managing the anxiety of followers of Najwa Shihab's Instagram account. As well as knowing the difference in the influence of the credibility of Najwa Shihab and Quraish Shihab on managing the anxiety of Najwa Shihab's Instagram account followers.

Respondent Characteristics

This research has a sample of 100 respondents. The sample characteristics are followers of Najwa Shihab's Instagram account. Respondents in this study were categorized based on age and gender. Table 1 displays the results of data processing regarding the age of respondents. This research found that most respondents were aged 26-30 years. This can be seen in the percentage value reaching 56%. There

were also findings that a small percentage of respondents were aged 22 to 26, with a percentage of 33%. Therefore, most respondents aged 26 to 30 years are pretty tall.

Table 1 Characteristics of respondents based on age

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-22	11	11.0	11.0	11.0
	22-26	33	33.0	33.0	44.0
	26-30	56	56.0	56.0	100.0
	Total	100	100.0	100.0	

Source: Processed research data (2023)

Table 2 displays the data processing results regarding respondents' characteristics based on gender categories. From Table 2 of the gender percentage, it can be seen that female respondents dominate compared to men, where the percentage of female respondents is 61% and male respondents is 39%.

Table 2 Characteristics of respondents in terms of age

Sex					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	39	39.0	39.0	39.0
	Female	61	61.0	61.0	100.0
	Total	100	100.0	100.0	

Source: Processed research data (2023)

Based on the description of the characteristics of the respondents, it can be concluded that most viewers of the quarter-life crisis content on Najwa Shihab's YouTube account are young people; in this case, the Instagram account followers aged 26 to 30 years are female. In other words, women aged 26-30 years are the group that uses and is more interested in watching quarter-life crisis content on YouTube. Similar findings come from Kelly et al. (2018), who state that women use media more than men. The high use of media cannot be separated from the need to search for information related to mental health.

The high rate of women watching Najwa Shihab's content on YouTube is because women are the group that experiences the most anxiety disorders during the quarter-life crisis in their lives. Hou et al. (2020), in their findings, revealed that women experience more severe symptoms of anxiety and depression than men. This is because women spend less than 60 minutes searching for or watching information on social media. In line with that, Twenge and Martin (2020) said that women are heavy users because they spend more time using social media than men. Women who use media at a higher rate indicate psychological well-being problems or mental problems. Other studies also reveal the same thing: exposure to information experienced by a person will increase their anxiety (Marta et al., 2022, 2023).

Descriptive testing analysis

This section will describe and analyze the two credible sources, Najwa Shihab and Quraish Shihab. Figure 1 displays the data processing results regarding Quraish Shihab, a figure with high integrity. The results of the data analysis and the calculation of statement scores can be based on the respondents' answers for the Quraish Shihab and Najwa Shihab credibility variables based on the trust dimension. This research found that most respondents considered Quraish Shihab to be a figure with high integrity. Figure 1 shows that the percentage reached 59.6% of respondents who agreed with this statement. Other results also showed that 37.4% of respondents agreed with this statement, choosing to agree.
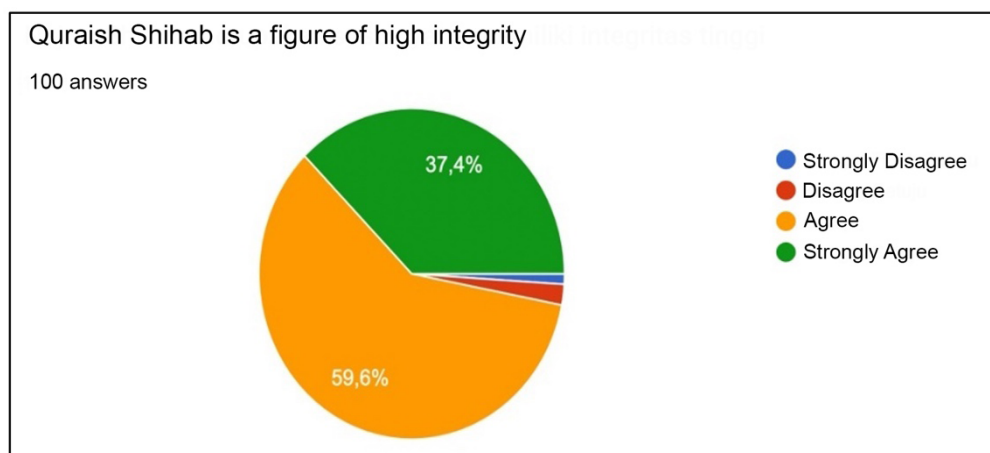

Figure 1. Percentage of statements regarding the integrity of Quraish Shihab
Source: Processed research data (2023)

The same findings can be seen in Figure 2, which shows data processing results regarding the percentage of Najwa Shihab's integrity statements. Based on this data, it can be seen that most respondents, namely followers or followers of Instagram @najwashihab, agreed that "Quraish Shihab is a figure who has high integrity," as evidenced by 59 respondents or 59%. Other results also obtained a reasonably high percentage value, namely 46.5%. This means that most followers of Najwa Shihab's Instagram account agree with the statement about Najwa Shihab as a figure with high integrity. Therefore, some followers of Najwa Shihab's Instagram account see her as a figure with high integrity.
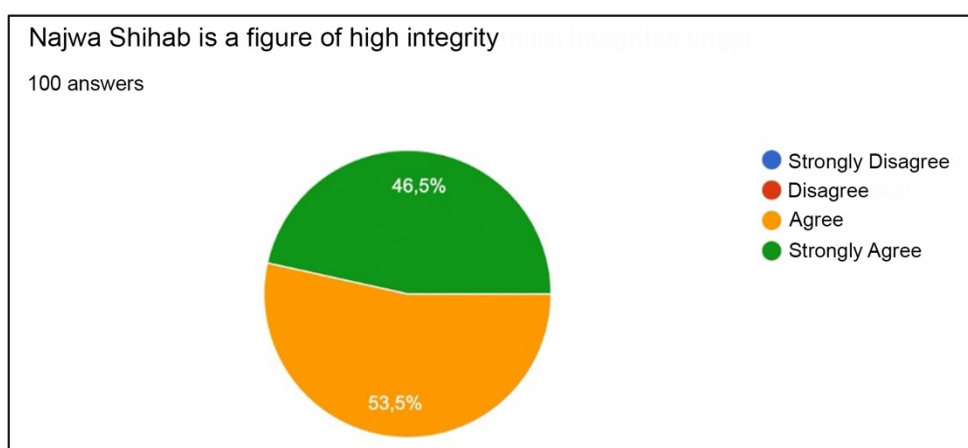

Figure 2. Percentage of statements regarding Najwa Shihab's integrity

Source: Processed research data (2023)

Based on these two results, most respondents have similar perceptions of both sources. This means most respondents believe that Najwa Shihab and Quraish Shihab have high integrity. In other words, Quraish Shihab and Najwa Shihab are two sources highly trusted by respondents, namely followers of Najwa Shihab's Instagram account. Respondent trust is an excellent opportunity because the source will easily influence its audience through motivational messages. As stated by Hovland (1953), source characteristics play a role in persuading audiences in initial acceptance and may have a minimal effect in the long term or a sleeper effect.

In addition, findings regarding the trustworthiness of respondents who follow Najwa Shihab's social media accounts confirm the source credibility theory. Hovland (1953) asserted that the source's reliability, status, and expertise improve the message's quality. Credible sources will be able to strengthen the value of the

information disseminated. Weismueller et al. (2020) found in their research that trust as a source credibility dimension is capable of changing individual attitudes or behavior. In other words, the audience will volunteer to act by what the communicator conveys. The source's credibility is the main factor in encouraging audience behavior to follow what is obtained through the media.

Comparative Analysis of the Credibility of Najwa Shihab and Quraish Shihab on Anxiety Management

Comparative testing focuses on looking at respondents' perceptions (followers of Najwa Shihab's Instagram account) regarding the credibility of Quraish Shihab and Najwa Shihab. The results of comparative testing in this research are presented in Table 3. The results of the data processing that has been carried out show that the partial significance value of the influence of Quraish Shihab's credibility on managing the anxiety of followers of the @najwashihab Instagram account is 0.000 < 0.05, and the t value count 1.345 > t table 0.199. Therefore, Hypothesis 1 is accepted. This means that Quraish Shihab's credibility significantly influences the Anxiety Management of followers of the @najwashihab Instagram account.

The partial influence findings also show the same results on the influence of Najwa Shihab's source credibility on anxiety management, which has the same significance value. The results of the data processing test show that the significance value of the influence of Najwa Shihab's credibility on managing the anxiety of Instagram followers @najwashihab is 0.000, which means <0.05; the calculated t value is 5.479 > t table 0.199. Based on the p-value and t-value, it was decided that the second hypothesis should be accepted. This means that Najwa Shihab's credibility significantly influences managing the anxiety of followers of the Instagram account @najwashihab. The results of the data processing in Table 3 show the influence of the credibility of Quraish Shihab and Najwa Shihab together (simultaneously) on managing the anxiety of Instagram followers @najwashihab) is significant because these two variables have a t value of count> t table, with a significance value (Sig) < 0.05. It can be said that the credibility of Najwa Shihab and Quraish Shihab, through trust and attractiveness, can encourage anxiety management behavior by applying the principles of mindfulness. This means that young people believe in what Najwa Shihab and Quraish Shihab explained in their content about the quarter-life

crisis. Najwa Shihab and Quraish Shihab's ability to persuade young people proves the suitability of their credibility characteristics, namely based on attractiveness and trust. Trust is the level of confidence the audience has in receiving the message from the communicator. Trust is essential in persuading and changing audience attitudes (Ohanian, 1990). Attractiveness is a good characteristic of a communicator, such as physicality, skill, intellect, personality traits, lifestyle, or athletic prowess. Attraction can attract or persuade audiences to follow what they see (Erdogan, 1999).

This credibility is an essential stimulus for young people in managing anxiety and uncertainty to realize the process of communication and interpreting messages mindfully. Mindfulness is an essential aspect of discussing anxiety and uncertainty. Mindfulness is a form of communication that reduces anxiety and uncertainty (Ibrahim, 2020). This finding is similar to previous studies, which found that source credibility can positively affect anxiety management. Through trust, credibility is used by individuals to manage their anxiety and uncertainty. In addition, this research emphasizes that anxiety and uncertainty are related to each other (Prince, 2021).

Anxiety and uncertainty are fundamental factors that influence effective communication. Communicating and interacting with strangers is characterized by anxiety and uncertainty, which has an impact on a person's psychology and reduces comfort. Individuals will look for communication patterns when interacting with strangers to manage their anxiety and uncertainty (Nurdin, 2020). Mindfulness is an essential aspect of discussing anxiety and uncertainty. Mindfulness is considered one of the communications used to reduce anxiety and uncertainty (Ibrahim, 2020).

This hypothesis test is tested based on absolute decision-making with the provisions that the calculated t value > t table and the significance value (Sig) < 0.05, namely for the calculated t variable X1 1.345 > t table 0.199 with a significance value of 0.000 < 0.05.

Table 3 Results of comparative tests between source credibility

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		t	Sig.
1	(Constant)	17.951	3.675		4.885	.000
	Influence of Quraish Shihab's Credibility	.177	.132	.139	1.345	.000
	Influence of Najwa Shihab's Credibility	.811	.148	.568	5.479	.000

Source: Processed research data (2023)

Suppose you look at the t table value for each influence. In that case, Najwa Shihab's influence on managing the anxiety of followers of Najwa Shihab's Instagram account is stronger than Quraish Shihab's influence on managing the anxiety of followers of Najwa Shihab's Instagram account. This can be seen in Najwa Shihab's t-count value of 5.479, which is higher than the influence of Quraish Shihab, who has a t-count value of 1.345. This can be caused by individual characteristics, such as age and approach to younger youth (Generation Y). On the other hand, Quraish Shihab is older than Najwa Shihab, who has his audience, namely the Baby Boomer generation. In other words, the credibility attached to Najwa Shihab is more vital in helping Instagram followers with anxiety management. The source of information or the source's credibility and exposure to social media are related to the anxiety experienced (Soroya et al., 2021)and they consult a variety of information sources nowadays. However, studies show that information from multiple sources can lead to information overload, which then creates negative psychological and behavioral responses. Drawing on the Stimulus-Organism-Response (S-O-R. What individuals can do is avoid information that is considered excessive. This shows that audiences are selective in selecting the information they need, especially about quarter-life crises and anxiety.

Matching the audience with the source, Najwa Shihab and Quraish Shihab is crucial. Understanding one's identity is one thing that is considered effective (Ramadita & Habibi, 2023).

Table 4 Test results of the contribution given by variable X to variable Y

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.671[a]	.451	.439	3.85128
a. Predictors: (Constant), Najwa Shihab's credibility, Quraish Shihab's credibility				

Source: Processed research data (2023)

The results of the contribution test, or what is usually called the coefficient of determination in quantitative research, are defined as the influence that the independent variable has on the dependent variable. In other words, the determination value or R Square $(r2)$ is used to predict and see how much contribution influence variable X has on variable Y. Based on the results of the determination test in Table 4 above, the R Square $(r2)$ value (Coefficient of Determination) is obtained. Amounting to 0.451, which means the influence of the independent variable (Credibility of Quraish Shihab (X1), Credibility of Najwa Shihab (X2), on the dependent variable (Management of Anxiety for Instagram Followers @ najwashihab (Y) is 45.1%. The remaining 54.9% is the influence of the variable others not examined in this study.

Conclusion

Based on the research results that have been tested, it can be concluded that the credibility of Quraish Shihab and Najwa Shihab source significantly influences the anxiety of Instagram followers @najwashihab. Najwa Shihab is a credible source that has a more substantial influence on followers of the Instagram account @najwashihab than Quraish Shihab. The influence of source credibility through the dimensions of trust and attractiveness can encourage youth anxiety management by applying the principles of mindfulness.

Even though there is an influence of the content on the YouTube account @najwashihab on the management of anxiety among Instagram followers @ najwashihab, researchers found that other variables influenced more than 50% of anxiety management. Therefore, future research can add other variables, such as changes in attitude, quality of life, mental health, self-love, and others. Apart from that, the researcher also suggests that future researchers can prepare

questionnaires appropriately based on the indicators of the specified variables so that the questions and statements in the questionnaire can indeed provide research answers.

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