

ABSTRACT

Social media platforms, especially Instagram, play an important role in shaping the self-image and self-confidence of its users. One of the Instagram accounts that attracts attention is @telkom_cantik, which showcases images of female students from Telkom University to appreciate their beauty. The purpose of this study is to investigate the impact of the Instagram account @telkom_cantik on the self-confidence of female students of Telkom University. This study adopts a quantitative descriptive method with a positivistic approach. Data were collected through a questionnaire distributed to female students of Telkom University who actively use Instagram and follow Instagram Account @telkom_cantik. It is hoped that the findings of this study can provide an understanding of how social media affects users' self-image and self-confidence, as well as a guide for social media account managers in producing more positive and inclusive content. In addition, this study also provides theoretical contributions in the realm of digital communication and media psychology, as well as practical benefits for students and social media managers in understanding and handling the influence of social media on mental health and emotional well-being. The results showed that the t_{count} value was 10.190. Because $t_{\text{hitung}} (10.190) > t_{\text{table}} (1.944)$ and the significance level is $0.000 < 0.05$, H_0 is rejected. This means that there is a significant influence between the @telkom_cantik Instagram account variable and the self-confidence variable.

Keywords: *Instagram, Self-Confidence, Female Students, Social Media, Telkom University*