

## **Islamic Self-Affirmation Paradigm: A Response to the Social Challenges of Modern Media**

**Nadila Putri Pramesti**

Universitas Muhammadiyah Surakarta, Surakarta

Email: nadilaprmst@gmail.com

**Pratiwi Uly Romadhoni**

Universitas Islam Negeri Sunan Kalijaga Yogyakarta, Yogyakarta

Email: pratiwiuly665@gmail.com

**Muhamad Sofian**

Universitas Cenderawasih, Papua

Email: msofian@fh.uncen.ac.id

**Nur Ilmi Putri Febriyanti**

Universitas Cenderawasih, Papua

Email: ilmipf2802@gmail.com

**Afthon Yazid**

Universitas Islam Negeri Raden Mas Said, Surakarta

Email: afthon.yazid@staff.uinsaid.ac.id

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**Abstrak:**

In the midst of modernity and globalization, Muslim individuals face various social challenges that can trigger identity crises and self-confidence issues. Self-affirmation according to the Islamic paradigm can be a solution to overcome these challenges. This research aims to analyze the Islamic paradigm of self-affirmation as a response to social challenges. The research employed a qualitative method with a literature review approach, analyzing and categorizing journals in the fields of mental health and education. The study was substantiated by 15 national journal articles. The results of the research show that the Islamic paradigm of self-affirmation emphasizes the strengthening of Islamic beliefs and values within individuals. Self-affirmation is carried out by strengthening faith and piety to Allah SWT, recognizing one's potential as a noble creature of Allah, emulating the Prophet Muhammad SAW and his companions, living life according to Islamic law, and being optimistic and never giving up. In conclusion, the Islamic paradigm of self-affirmation not only enhances self-confidence but also encourages individuals to become better and more beneficial members of society.

(Di tengah modernitas dan globalisasi, individu Muslim menghadapi berbagai tantangan sosial yang dapat memicu krisis identitas dan masalah kepercayaan diri. Afirmasi diri menurut paradigma Islam dapat menjadi solusi untuk mengatasi tantangan-tantangan ini. Penelitian ini bertujuan untuk menganalisis paradigma Islam tentang afirmasi diri sebagai respons terhadap tantangan sosial. Metode penelitian yang digunakan adalah kualitatif dengan literature review, dengan menganalisis jurnal kesehatan mental dan pendidikan yang di kelompokkan. Penelitian ini di perkuat dengan 15 jurnal nasional. Hasil penelitian menunjukkan bahwa paradigma Islam tentang afirmasi diri menekankan penguatan keyakinan dan nilai-nilai Islam dalam diri individu. Afirmasi diri dilakukan dengan memperkuat iman dan takwa kepada Allah SWT, mengenali potensi diri sebagai makhluk Allah yang mulia, meneladani Nabi Muhammad SAW dan para sahabatnya, menjalani hidup sesuai dengan syariat Islam, dan bersikap optimis serta tidak pernah menyerah. Kesimpulannya, paradigma Islam tentang afirmasi diri tidak hanya meningkatkan kepercayaan diri tetapi juga mendorong individu untuk menjadi anggota masyarakat yang lebih baik dan lebih bermanfaat.)

**Kata Kunci:**

Self-Affirmation; Islam; Social Challenges

**Introduction**

As a result of the widespread adoption of the internet as a primary communication tool, society has undergone a significant transformation from traditional to modern and digital communication technologies. The rise of smartphones has further accelerated this shift, providing users with a range of features that enable various forms of communication, including chatting, emailing, texting, browsing, and social networking.

The internet has revolutionized how we communicate and interact, driving rapid growth in Information and Communication Technology (ICT). This has led to a significant shift from traditional to modern and digital communication methods. With smartphones making internet access easy, more people are using the internet as their primary means of

communication. As a result, ICT has brought about fundamental changes to society, affecting behavior, culture, ethics, and human actions.<sup>1</sup> Social media applications are one of the most popular phenomena in today's society, playing a crucial role in daily life. Social media has become an essential tool for accessing information and staying up-to-date with the latest trends and viral content.

Social media refers to online platforms that facilitate user engagement, content sharing, and creation. These platforms include blogs, social networking sites, wikis, forums, and virtual worlds, with blogs, social networks, and wikis being the most popular and widely used worldwide. Social media can also be defined as an online medium that enables social interaction through web-based technologies, transforming one-way messages into interactive conversations and allowing users to connect, share information, and build online communities.<sup>2</sup> Today, social media has become a vital means of exchanging information and accessing information from all over the world.

The advancement of information and communication technology has made social media a broad term that covers various technologies facilitating user collaboration, information sharing, and web-based interaction. The internet's rapid evolution has transformed the landscape, introducing new technologies and features that are constantly updated and accessible to users worldwide.<sup>3</sup> Social media serves as a platform for people to connect and share ideas with online communities. While it offers numerous benefits, including facilitating social interaction and communication, it also has a downside. Research has shown that excessive social media use can lead to mental health issues, such as depression. Users often present a curated version of their lives, which can create unrealistic expectations and lead to feelings of inadequacy, social comparison, anxiety, and depression.

Our research shows that social media use can affect mental health, self-identity, and self-esteem. While social media can be enjoyable and entertaining, its misuse can lead to negative outcomes like depression, jealousy, and self-dissatisfaction. This article explores the role of self-affirmation in navigating the challenges of social media and offers practical solutions for effective self-management in the digital age.

According to research data from *We Are Social* and *Hootsuite* in January 2019, it was recorded that 150 million out of 268.2 million Indonesian residents, or around 56%, actively used social media. Of that number, 130 million users (48%) accessed social media through mobile devices. This data shows the high penetration and use of social media among the Indonesian population. *Global Digital 2019*, a follow-up study by We Are Social, showed an increase in social media users in Indonesia compared to 2018. The younger generation, particularly Millennials (Gen Y) and Gen Z (ages 18-34), dominated social media usage. The study, conducted from January 2018 to January 2019, found that male users outnumbered female users. Male users aged 18-24 reached 18%, while females

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<sup>1</sup> Egi Regita, Nabilah Luthfiyyah, and Nur Riswandy Marsuki, "Pengaruh Media Sosial Terhadap Persepsi Diri Dan Pembentukan Identitas Remaja Di Indonesia," *Jurnal Kajian dan Penelitian Umum* 2, no. 1 (2024): 47.

<sup>2</sup> A.Rafiq, "Dampak Media Sosial Terhadap Perubahan Sosial Suatu Masyarakat," *Global Komunika* 1, no. 1 (2020): 19.

<sup>3</sup> Anak Agung Manik Pratiwi, "Peran Media Sosial Dalam Meningkatkan Penjualan Online Saat Pandemi Covid-19," *Jurnal Ilmiah Satyagraha* 3, no. 2 (2020): 74.

reached 15%. In the 25-34 age group, male users still dominated with 19%, while females accounted for 14%.<sup>4</sup>

Extant literature suggests that, the use of the internet and social media has become an indispensable part of modern life.<sup>5</sup> According to the Digital 2021 report, 4.66 billion people worldwide (59.5% of the global population) use the internet. In Indonesia, 73.7% of the population is online. The report also highlights that 170 million Indonesians (61.8% of the population) are active on social media, a 6.3% increase from the previous year. The 25-34 age group dominates social media usage, and the most popular platforms are *YouTube*, *WhatsApp*, *Instagram*, and *Facebook*.

Teenagers experience a sense of emptiness that causes boredom and discontent, even in the midst of a seemingly pleasurable life. However, critical-thinking teenagers who have access to a wealth of religious information are well-equipped to develop and thrive in their spiritual journey.<sup>6</sup> The excessive use of social media can plunge teenagers into a superficial digital world, blurring the lines between their private and public lives. This can have severe consequences, particularly in terms of self-concept. When teenagers compare their lives to the curated highlight reels of others on social media, they may feel inadequate and experience a crisis of identity and self-confidence.<sup>7</sup> Many young people today, including teenagers and young adults, struggle with self-doubt and insecurity that originates from within. This can be fueled by negative self-talk and a mindset that perpetuates feelings of inadequacy. It's essential to recognize that everyone has different strengths and potential, and this diversity is what makes each individual unique.

Self-confidence is still a scarce asset in today's world. Many individuals struggle with self-doubt, feeling inadequate, inferior, and worthless. This lack of confidence can have far-reaching consequences, including stunted personal growth, limited social connections, and a more challenging journey to success. It can also make it harder to achieve one's goals and find happiness.<sup>8</sup>

The Quran, the ultimate guide for Muslims, contains numerous verses that promote self-confidence as a crucial element for success. According to Surah Ali Imran verse 139, Allah SWT reassures His servants that they have been blessed with remarkable potential to attain their goals and dreams.

وَلَا تَهِنُوا وَلَا تَحْزَنُوا وَأَنْتُمْ الْأَعْلَوْنَ إِنْ كُنْتُمْ مُؤْمِنِينَ

*“And do not be weak, and do not be sorrowful, for you are the highest (in status) if you are believers.”*

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<sup>4</sup> Amar Ahmad and Nurhidaya, “Media Sosial Dan Tantangan Masa Depan Generasi Milenial,” *Avant Garde* 8, no. 2 (2020): 135.

<sup>5</sup> Fatahya and Fitri Ariyanti Abidin, “Literasi Kesehatan Mental Dan Status Kesehatan Mental Dewasa Awal Penggunaan Media Sosial,” *HIGELA (Journal of Public Health Research and Development)* 6, no. 2 (2022): 167.

<sup>6</sup> Suci Wahyu Fajriani and Yogi Suprayogi Sugandi, “Hijrah Islami Milenial Berdasarkan Paradigma Berorientasi Identitas,” *Sosioglobal: Jurnal Pemikiran dan Penelitian Sosiologi* 3, no. 2 (2019): 79.

<sup>7</sup> Jellyan Alviani Awang, Iky S. P. Prayitno, and Jacob Daan Engel, “Strategi Pendidikan Agama Kristen Bagi Remaja Dalam Membentuk Konsep Diri Guna Menghadapi Krisis Identitas Akibat Penggunaan Media Sosial,” *KHARISMATA: Jurnal Teologi Pantekosta* 4, no. 1 (2021): 105.

<sup>8</sup> Zuha El Widad and Khoiratul Idawati, “Afiriasi Positif Dalam Meningkatkan Self Efficacy Di MA Al-Qur'an La Raiba Hanifida Bandung Diwek Jombang,” *Urwatul Wutsqo: Jurnal Studi Kependidikan dan Keislaman* 12, no. 1 (2023): 95.

Quranic verses that inspire self-confidence embody the positive and optimistic mindset of believers. With strong faith, they are driven to achieve their objectives. The human brain, a remarkable system gifted by Allah SWT, operates based on an individual's beliefs, serving as a powerful catalyst for realizing one's desires and convictions.<sup>9</sup>

Affirmations are a potent self-empowerment tool that can unlock hidden potential and strengths. By using positive affirmations, praise, and visual cues, individuals can harness the psychological power of affirmation to drive positive change. This technique has been shown to be effective in helping people overcome various challenges. Through consistent repetition, affirmations can rewire the subconscious mind to foster positive thinking and behavior.<sup>10</sup>

A lack of positive affirmation can have a ripple effect, leading to decreased motivation and changes in behavior. The pandemic has worsened this issue, as people are forced to stay at home and risk “wasting time”. Positive affirmation is essential, not just for success, but also for failure. It helps build resilience, encourages perseverance, and boosts confidence to try again and do better next time.<sup>11</sup>

In social media, people will definitely exchange information and ideas. Social media can also influence someone, either positively or negatively. Mobile phones are used as a means of communication and social media, and everyone has the right to use them, but it is essential to emphasize the need to be wise. Communication is an interaction between humans that influences each other, both consciously and unconsciously. Islam, in its term, means the attitude of surrender (obedience and submission) of a servant to Allah SWT, by always obeying His commands and avoiding His prohibitions to achieve peace and salvation in this world and the hereafter. Islamic communication is the process of delivering messages based on Islamic communication principles. This can be interpreted as communication that conveys Islamic messages. In Arabic, this term is known as *Al-Ittisal*, which comes from the word *wasala*, meaning “to convey”, as mentioned in the Quran, Surah Al-Qasas verse 51.

﴿وَلَقَدْ وَصَّلْنَا لَهُمُ الْقَوْلَ لَعَلَّهُمْ يَتَذَكَّرُونَ﴾

“Verily, We have revealed the Quran in stages, so that they may remember it always.”

This surah provides guidance on effective communication, emphasizing the importance of ethics in conveying and receiving information. Islamic communication is grounded in divine principles, ensuring that interactions are conducted with integrity and respect. Given the potential for misuse of social media, Islamic ethics offer a valuable framework for responsible and virtuous online engagement.<sup>12</sup>

This research builds on previous studies, such as Ragita Egi's 2024 study on the impact of social media on self-perception and identity formation among Indonesian youth.

<sup>9</sup> Ibid., 94.

<sup>10</sup> Siti Annisaa Nur Wahiddah, “Afiriasi Positif: Booster Untuk Meminimalisir Hambatan Belajar Pada Siswa Sekolah Dasar” (Universitas Pendidikan Indonesia, 2023).

<sup>11</sup> Mantasiah R et al., “Assessing Verbal Positive Reinforcement of Teachers during School from Home in the COVID-19 Pandemic,” *International Journal of Instruction* 14, no. 2 (2021): 1039.

<sup>12</sup> Putri Rahmadani Zein, “Ethics of Using Social Media with Principle Islamic Communication,” *INFOKUM* 10, no. 5 (2022).

The findings highlighted the complex effects of social media on individual identity. This study extends the research by incorporating Islamic perspectives and solutions to help young Muslims navigate social media effectively. Similarly, Rubino's 2022 study on Islamic ethics in social media communication emphasized the importance of harmonious relationships and mutual respect. The study demonstrated that Islamic principles can guide Muslims in their online interactions and daily communication.

This study addresses two key questions: 1) How does social media affect the mental health and self-confidence of Muslims? 2) What are the positive and negative impacts of social media on self-affirmation from an Islamic perspective? The goal is to provide insights and solutions for young Muslims to navigate social media while maintaining their identity and confidence. By applying Islamic principles, this research aims to offer practical guidance for positive social media engagement and mental well-being. The findings may also inform policymakers and social media platforms in fostering a supportive online environment.

### **Research Method**

This qualitative study uses a literature review approach, drawing on primary sources like the Quran and Hadith, as well as the works of Islamic scholars. This study employs a literature review method, which involves presenting an overview of theories, findings, and other research materials obtained from various reference sources as a foundation for constructing a clear conceptual framework in formulating the research problem. In the process, the author summarizes, analyzes, and critically synthesizes relevant literature in depth. A high-quality literature review not only presents the content of the sources but also evaluates the rigor of previous research and identifies novel findings presented in scholarly works. By analyzing these sources through a descriptive-analytical lens, the research explores how Islamic principles can inform self-affirmation in the context of social media. The goal is to develop a framework that aligns with Islamic values, empowering young Muslims to confidently engage with digital platforms while staying true to their identity.

This study employed 15 recent scholarly articles published within the past decade. The analysis encompassed the domains of education and mental health, classified according to the specific characteristics of each source. As this research adopts a literature review approach, no population or sample was involved.

### **Result and Discussion**

#### **1. Impact of Social Media on Mental Health and Self-Confidence in Muslim Individuals**

Modern technology has profoundly impacted human life, influencing not only practical aspects but also lifestyles and worldviews. Mental health is the cornerstone of a balanced and fulfilling life. By prioritizing mental well-being, individuals can lead more harmonious and productive lives. Mental health encompasses a state of well-being where individuals are motivated to live in accordance with their values, whether

religious or cultural. This manifests in all areas of life, including personal relationships, family, and professional pursuits.<sup>13</sup>

Good mental health is essential for human well-being, enabling us to build strong relationships, communicate effectively, and engage with others in our communities. This principle is reflected in the Quran, specifically in Surah Al-Hujurat, verse 13

يَا أَيُّهَا النَّاسُ إِنَّا خَلَقْنَاكُمْ مِنْ ذَكَرٍ وَأُنْثَىٰ وَجَعَلْنَاكُمْ شُعُوبًا وَقَبَائِلَ لِتَعَارَفُوا إِنَّ أَكْرَمَكُمْ عِنْدَ اللَّهِ أَتْقَاكُمْ إِنَّ اللَّهَ عَلِيمٌ خَبِيرٌ

*"Humankind, We have created you from a man and a woman, and made you into nations and tribes, so that you may know one another. Verily, the most honored among you in the sight of God is the most righteous. God is All-Knowing, All-Aware."*

Mental health is like a compass that guides us in navigating life. The ability to adapt to oneself, others, society, and the environment is the essence of mental health. By being able to adapt, individuals will experience the joys of life and be spared from anxiety, restlessness, and dissatisfaction.<sup>14</sup> Achieving optimal self-adjustment requires a dual focus: on both the external world and oneself. Two crucial steps are involved: knowing oneself and accepting oneself. Self-awareness entails a deep understanding of one's strengths, weaknesses, values, and life goals through reflection and introspection. Self-acceptance means embracing oneself fully, including flaws, without trying to become someone else. This acceptance fosters self-confidence and self-love, enabling individuals to adapt to different situations and build healthy relationships. Ultimately, this leads to happiness, peace of mind, and a fulfilling life.

As social beings, humans thrive on connections with others. These relationships profoundly impact mental health and happiness. Social interactions are a source of comfort and support, akin to finding an oasis in a desert. They offer numerous benefits, including stress reduction, emotional support, and opportunities for personal growth. Positive relationships foster happiness, security, and a sense of belonging, while social isolation can lead to depression, anxiety, and physical health issues. Direct social interactions trigger the release of hormones like oxytocin and serotonin, which promote feelings of happiness, positivity, and connection.<sup>15</sup>

Social media has seen explosive growth in users, features, and benefits. Its appeal lies in easy access to information and communication, enabling users to connect with others, form new friendships, and maintain long-distance relationships. It facilitates the sharing of information, news, and ideas, and supports learning and

<sup>13</sup> Uswatun Hasanah, Anang Anas Azhar, and Syahrul Abidi, "Analisis Isi Video Channel Youtube Satu Person (Studi Kasus Media Berdampak Pada Kesehatan Mental)," *At-Tazuke: Jurnal Kajian Ilmu Pendidikan Islam dan Humaniora* 7, no. 1 (2023): 75.

<sup>14</sup> Ibid., 77.

<sup>15</sup> Maemunah Sa'diyah, Naskiyah Naskiyah, and Abdu Rahmat Rosyadi, "Hubungan Intensitas Penggunaan Media Sosial Dengan Kesehatan Mental Mahasiswa Dalam Pendidikan Agama Islam," *Edukasi Islami: Jurnal Pendidikan Islam* 11, no. 03 (2022): 715.

personal growth. Additionally, social media is a powerful tool for businesses to reach new customers, promote products, and expand their brand presence.

Self-confidence serves as a guiding force in life, encompassing not only one's abilities but also the faith in oneself to accomplish goals and overcome challenges.<sup>16</sup> Simply put, self-confidence can be defined as believing in one's abilities and being certain that we have the potential to complete tasks, learn new things, and achieve goals. Positive self-assessment involves having a realistic and positive view of oneself, including strengths and weaknesses. Optimism means seeing opportunities and positive possibilities amidst obstacles and difficulties. Freedom and conviction enable individuals to act and make decisions independently, without excessive doubt or fear. Having high self-confidence brings many benefits in life, such as improved performance, better task completion, more effective learning, and achieving higher targets. Building positive relationships, easier communication, cooperation with others, and building healthy relationships. Improving mental health, better able to cope with stress, anxiety, and depression. Improving quality of life, being happier, more satisfied, and living a more meaningful life. Self-confidence is not something that is innate, but it can be learned and developed. Here are some tips for building self-confidence: know yourself, take time to understand your strengths, weaknesses, values, and life goals. Challenge yourself, step out of your comfort zone and try new things that challenge you. Learn from mistakes, don't be afraid to fail, and use every experience as a learning opportunity to grow. Surround yourself with positive people, create a supportive environment that encourages you to become the best version of yourself. Reward yourself, celebrate every achievement, big or small.

Individuals with self-confidence trust themselves to navigate life's challenges, free from self-doubt and feelings of inadequacy. They recognize that everyone has unique potential and strengths. However, the widespread use of social media can pose risks if not managed wisely, potentially affecting one's self-perception and confidence.

Mona Khattab's 2019 study in Finland, "Synching and performing: body (re)presentation in the short video app TikTok," explored the intersection of body image, gender, and sexuality on TikTok. The research revealed that users often curate and modify their online personas to fit societal standards of beauty and gender norms.<sup>17</sup>

The Quran is a guiding light for humanity, offering wisdom and spiritual growth. It teaches us about the oneness of God, the importance of worship, and the path to righteousness. By following its teachings, individuals can cultivate their character, achieve personal growth, and attain true fulfillment in both this life and the next.

وَلَا تَهِنُوا وَلَا تَحْزَنُوا وَأَنْتُمْ الْأَعْلَوْنَ إِنْ كُنْتُمْ مُؤْمِنِينَ

*"Do not be feeble or grieve, for you are the most superior if you are true believers."*

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<sup>16</sup> Dwi Putri Robiatul Adawiyah, "Pengaruh Penggunaan Aplikasi TikTok Terhadap Kepercayaan Diri Remaja Di Kabupaten Sampang," *Jurnal Komunikasi* 14, no. 2 (2020): 139.

<sup>17</sup> Mona Khattab, "Synching and Performing : Body (Re) - Presentation in the Short Video App TikTok," *WiderScreen* 21, no. 21 (2019): 5.



This verse falls under the category of Quranic verses that emphasize self-confidence, highlighting the importance of a positive self-image and strong faith that defines a true believer.<sup>18</sup> The Quranic verse highlights the strength of believers, who remain resilient in the face of fear, sorrow, and anxiety. Beyond this verse, the Quran is replete with passages that underscore humanity's noble status and the unique virtues of the Muslim community. These verses, the author suggests, can serve as a powerful source of inspiration for cultivating self-confidence.

The proverb 'whoever knows themselves, knows their Lord' (Ma'rifatunnafsi) leads us to the concept of self-concept, which is how someone views themselves. The Quran also emphasizes the importance of khusnudzon or good assumptions, which aligns with the concept of positive thinking. The words 'faith' and 'deed' that are always paired in the Quran affirm the importance of conviction and action. In facing every action and result obtained, Islam offers the concepts of tawakal (trusting in Allah), syukur (being grateful for all blessings), and muhasabah (self-reflection) to be practiced in daily life. The accumulation and close relationship between these concepts, if studied continuously, suggest the existence of a self-confidence concept embedded in the Quran. This self-confidence is not just about believing in oneself, but also about believing in Allah SWT and being steadfast in performing good deeds.

## 2. The Positive and Negative Effects of Social Media on Self-Affirmation from an Islamic Perspective

Social media in the globalization era is a double-edged sword. While it has become a vital part of daily life, bridging geographical and temporal gaps, its profound impact on human interaction and communication is undeniable. The effects of social media are far-reaching, influencing multiple facets of life.

Nisa Khairuni's 2016 study, 'The Positive and Negative Impacts of Social Media on Children's Moral Education,' offers insights into the dual nature of social media, highlighting both its benefits and drawbacks.

### Positive Impacts:<sup>19</sup>

- a. Facilitates learning: Social media can be used to discuss assignments with friends, search for information, and broaden knowledge.
- b. Expands friendships: Social media helps students find and add friends, whether it's making new friends or reconnecting with old ones.
- c. Entertainment: Social media can be a means to relieve fatigue and stress after a day of studying, by watching funny content, playing games, and more

### Negative Impacts:<sup>20</sup>

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<sup>18</sup> Ahmad Mustofa and Yusuf Arisandi, "Konsep Percaya Diri Perspektif Al-Qur'an," *Al-Jadwa: Jurnal Studi Islam* 1, no. 1 (2021): 25.

<sup>19</sup> Nisa Khairuni, "Dampak Positif Dan Negatif Sosial Media Terhadap Pendidikan Akhlak Anak (Studi Kasus Di SMP Negeri 2 Kelas VIII Banda Aceh)," *JURNAL EDUKASI: Jurnal Bimbingan Konseling* 2, no. 1 (2016): 99.

<sup>20</sup> Ibid., 100.

- a. Reduces study time: Being too engrossed in using social media like Facebook can reduce study time that should be used to complete assignments and prepare for exams.
- b. Disrupts learning concentration: While studying at school, students' focus can be disrupted by social media notifications, making it difficult for them to follow lessons well.
- c. Damages morals: Negative content such as pornography and hate speech that is easily accessible on social media can damage students' morals and behavior.
- d. Wastes allowance: Using the internet and data packages to access social media can waste students' allowance.
- e. Affects health: Staring at gadget screens for too long can affect eye health, and poor posture while using gadgets can also cause other health problems.

Social media's impact on self-perception and identity can be detrimental. Unrealistic beauty and lifestyle standards on these platforms can lead to negative body image and low self-esteem, particularly among adolescents. The pressure to conform to these standards can cause anxiety, depression, and eating disorders. Furthermore, social media fosters social comparison, where users compare themselves to others, often resulting in feelings of inadequacy, jealousy, and decreased self-esteem. This can exacerbate body image issues, anxiety, and depression.<sup>21</sup>

The negative impact of social media on self-perception and identity can be illustrated with several examples, teenage girls who constantly see photos of models with ideal bodies on social media may feel dissatisfied with their own bodies, which can lead to the adoption of unhealthy diets or excessive exercise. Similarly, individuals who frequently compares themselves to others on social media may experience feelings of envy towards others' lives, ultimately resulting in dissatisfaction with their own.

It's essential to remember that social media only shows a small part of someone's life. What is seen on social media is often edited and polished to look perfect, and does not reflect the reality of everyday life. Here are some tips to avoid the negative impact of social media on self-perception and identity:

- a. Limit social media usage time: Spend time on other activities that don't involve social media, such as exercising, reading books, or spending time with loved ones.
- b. Unfollow accounts that make you feel uncomfortable: If you see content that makes you feel dissatisfied with yourself, unfollow the account.
- c. Remember that what you see on social media is not always real: People only post what they want to show the world, and it's not always an honest reflection of their actual life.
- d. Focus on your strengths and positives: Instead of comparing yourself to others, focus on your own strengths and positives.

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<sup>21</sup> Regita, Luthfiyyah, and Marsuki, "Pengaruh Media Sosial Terhadap Persepsi Diri Dan Pembentukan Identitas Remaja Di Indonesia," 50.

- e. Talk to someone you trust: If you're feeling anxious or depressed because of social media, talk to someone you trust, such as a friend, family member, or therapist

Social media serves as a tool for communication and interaction, enabling people to create, share, and exchange information, ideas, and news virtually. In Islamic teachings, social media is utilized for spreading good deeds and preventing bad ones, ensuring that freedom of expression is well-regulated. The etiquette of using social media includes utilizing it for online learning through platforms like Facebook, YouTube, Zoom, and Google Meeting, learning to use the internet wisely, creating discussion groups, sharing important information, and expressing hobbies through writing. It's essential to use social media wisely and take advantage of the opportunities it offers for positive purposes.

The use of social media has varying impacts, both positive and negative, depending on the user's goals. The positive impacts include:

- a. Social media as a tool for promotion and dissemination of up-to-date information, as well as a source of entertainment.
- b. A means to develop skills, knowledge, and social interactions.
- c. A global communication tool through social networks.

In Islam, social media can be used to affirm oneself by focusing on spiritual growth, ethical interactions, and seeking validation from Allah rather than excessive human approval.

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*"Humankind, We have created you from a man and a woman, and made you into nations and tribes, so that you may know one another. Verily, the most honored among you in the sight of God is the most righteous. God is All-Knowing, All-Aware."*

## Conclusion

In the midst of modernity and globalization, Muslim individuals are faced with various social challenges that can trigger identity crises and self-confidence issues. Self-affirmation according to the Islamic paradigm can be a solution to overcome these challenges. This study aims to analyze the Islamic paradigm of self-affirmation as a response to social challenges. This study aims to analyze the Islamic paradigm of self-affirmation as a response to social challenges. The research method used is qualitative with a literature study, sourced from the Quran, Hadith, and works of Islamic scholars. However, this study has several limitations that should be considered for future research. It relies solely on qualitative literature analysis without incorporating empirical data, which limits the validation of the proposed framework in real-world contexts. In addition, the discussion focuses primarily on textual sources without exploring the variations in interpretation across different Muslim communities. Furthermore, the practical application of the Islamic paradigm of self-affirmation has not been tested through field studies,

leaving opportunities for future research to examine its effectiveness in addressing identity crises and self-confidence issues in diverse social settings.

The results show that the Islamic paradigm of self-affirmation emphasizes strengthening faith and Islamic values within individuals. Self-affirmation is done by strengthening faith and piety to Allah SWT, recognizing one's potential as a noble creature of Allah, emulating the Prophet Muhammad SAW and his companions, living according to Islamic law, and being optimistic and resilient. In conclusion, the Islamic paradigm of self-affirmation not only enhances self-confidence but also encourages individuals to become better and more beneficial to society

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