

## The Affect of Self-Concept on Prosocial Behavior In Early Adult Twitter Users

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**ABSTRACT :** *The phenomenon of "Twitter please do your magic" shows the existence of positive interactions that occur on social media Twitter, where Twitter users work together to help someone who needs help, this shows that prosocial behavior can not only occur directly, but also can occur through social media. This study aims to examine the effect of self-concept on prosocial behavior in early adulthood Twitter users. The method used in this research is quantitative research methods with purposive sampling technique which takes a sample of 110 early adult Twitter users. Measurement of prosocial behavior and self-concept data was carried out using the prosocial behavior scale and the self-concept scale. Based on the results of data analysis through a simple regression test, the self-concept variable has a coefficient of F value of 7.927 with a significant coefficient of 0.006 ( $p < 0.01$ ) and R2 of 0.068 which is significant. This explains that the hypothesis which states that there is an effect of self-concept on prosocial behavior in early adulthood Twitter users is accepted. In this study, self-concept affects prosocial behaviour by 6.8% where the remaining 93.2% is another factor that influences the research variables.*

**Keyword** – Prosocial Behavior, Self-Concept, Early Adult Twitter Users

### I. INTRODUCTION

Humans are social beings because in everyday life, humans have the urge to interact with others. With internet technology, social interaction can still be carried out even without face-to-face communication through social media [1]. Social media is an online media that can support relationships between individuals by using web-based technology that changes one-way communication into an interactive dialogue [2]. One of the most well-known social media is Twitter. There has been an increase in users in Indonesia by 34% to 186 million Twitter users in 2020 [3]. Twitter has become very popular because individuals can freely give opinions on topics and issues that are currently being discussed. Twitter users can easily search for topics they want to read using the hashtag (#) feature, where this hashtag feature is commonly used to differentiate existing topics [4]. An example of using the hashtag feature that has succeeded in attracting users' attention is the mutual assistance movement with the hashtag "Twitter please do your magic".

The hashtag or caption "Twitter please do your magic" is used to exchange information about people who need help. With many users retweeting (re-sharing), liking, and sharing these posts, the information will be spread, so that there is hope that people who are in need of help will be able to help [5]. Like what happened to Anisah, via her Twitter account @deisik161099, Anisah asked other Twitter users for help to buy bought her father's sale. Anisah admitted that every day, the income her father got during the pandemic was only 10% of her pre-pandemic income, while Anisah's family needed money to pay for Anisah's college fees. After being liked by 23 thousand Twitter users, Anisah's post went viral and within 24 hours Anisah received a lot of support, from motivation to material assistance in the form of money. Anisah's father's porridge shop also experienced an increase in buyers by up to 50% [6].

"Twitter please do your magic" is not only used to ask for help, but there are also several accounts that share their fortune to help other users. The Twitter account @LuLuMustt shared his post regarding the assistance he wanted to provide for overseas students affected by Covid-19 in Yogyakarta. At first, @LuLuMustt only provided groceries and wrote down his personal number to contact those who were interested, but since this post went viral, many other Twitter users helped by donating. Because of this post, in less than 24 hours, a donation of IDR 7.477.020 was collected which was used to help more overseas students in Yogyakarta [7]. It's the same with raising funds to help Tiara in the treatment of rectrum cancer. Tiara is a 12-year-old girl who was raped by four pedophiles in West Sumatra. Alya with her Twitter account @alyanp\_ helped Tiara to seek justice so that the perpetrators of rape were caught and also opened donations to pay for

Tiara's treatment. This topic had become a trending topic on Twitter, so that it managed to collect donations of IDR 82.766.331 [8].

The phenomenon of "Twitter please do your magic" proves that there is social interaction that has a positive impact on Twitter social media, where prosocial behavior is seen which is characterized by helping, donating and collaborating between Twitter users to disseminate information [9]. The majority of Twitter users who behave prosocially are early adults, this is because in early adulthood, most users already have careers and are better prepared to become donors. In addition, according to Erikson, early adulthood is in the intimacy stage, namely a situation where individuals try to develop themselves by establishing wider social relations with or without involving sexual contact. Early adults also have the task of forming close relationships with other people, either directly or indirectly [10]. The prosocial behavior that occurs on Twitter is an attempt to establish social relations indirectly.

Prosocial behavior is a positive behavior that benefits or makes other people's physical/psychological conditions better which is done on a voluntary basis without expecting anything in return from others [11]. Prosocial behavior is part of everyday life which is based on the support of values and norms adhered to by individuals [12]. Staub states that one of the factors that influence prosocial behavior is personal values or values internalized by individuals during the socialization process [13]. This suggests that self-concept plays an active role in realizing prosocial behavior.

Self-concept is an individual's assessment of his personal qualities, an image of what and who he is and his self-image in the eyes of others obtained through self-perception, self-reflection and social comparison [14]. In early adulthood, individuals aged 21-40 years tend to be faced with the challenge of strengthening self-concept by finding appropriate roles for themselves. Where if individuals have a poor self-concept it will be difficult to find roles that match their identity, become hesitant, and less interested in activities that can help individuals develop in the context of social relations [15].

Self-concept has an important role in individual life, because self-concept can be a determinant of behavior in interacting with the environment. How individuals perceive themselves will be seen from the behavior of the individual itself [16]. Individuals are expected to have a positive self-concept so that they are able to understand their own situation and live up to the moral values that apply in society, because with an understanding of themselves and living up to these values it will be easier for individuals to develop sensitivity to carry out prosocial behavior. In addition, self-concept is important because self-concept can help individuals to recognize themselves from both positive and negative sides, as well as what they may and may not do. In other words, the right self-concept is a positive control tool for one's attitudes and behavior, one of the positive behaviors that is formed due to a good self-concept is prosocial behavior [17].

The results of the study explain that there is a significant positive relationship between self-concept and prosocial behavior tendencies for road accidents in UMSIDA students. This means that the more positive the self-concept, the higher the tendency of prosocial behavior, and vice versa, the more negative the self-concept, the lower the tendency of prosocial behavior will be followed by [18]. Subsequent research has shown a strong relationship between self-concept and prosocial behavior leading to a significant positive direction. Where the better the self-concept, the higher the prosocial behavior shown by high school students of Muhammadiyah Malang. With a positive self-concept, social relations with prosocial behavior will be easier to achieve [19].

There is also research which states that self-concept is positively correlated with prosocial behavior in children and adolescents. So that the more positive self-concept that is formed, the higher the possibility of prosocial behavior. Furthermore, it is stated that what is closely related to positive self-concept is the social relationship that is formed when carrying out prosocial behavior [20].

Based on the description above, it appears that self-concept can be one of the key factors that cause prosocial behavior. With a good self-concept, early-adult Twitter users are expected to have high prosocial behavior by helping spread information or by donating. Based on previous research, many have examined the relationship between self-concept and prosocial behavior. However, this study focuses on how much influence self-concept has on prosocial behavior in early adulthood Twitter users. Thus, researchers are interested in investigating whether self-concept can influence prosocial behavior in early adulthood Twitter users?

## **II. LITERATURE REVIEW**

### **2.1 Prosocial Behavior**

Prosocial behavior is social action that aims to benefit others, correct injustice, or increase the welfare of others without thinking about personal rewards, even if it has to cost or risk oneself [21]. Prosocial behavior can be defined as positive behavior that benefits both individuals and others through various forms of behavior such as empathy, generosity, compassion, and cooperation. There are several forms of prosocial behavior that aim to support the welfare of others, namely helping, cooperation, generosity, friendship, saving, and sacrifice [22].

Based on the definition above, it can be concluded that prosocial behavior is a voluntary action that aims to provide benefits to other people spontaneously without any special reward for that action [23].

According to Carlo and Randall, there are six aspects of prosocial behavior, namely [24]:

**a. Altruism (Altruistic)**

Sympathy responses that are internalized into local norms can generate motivation to behave prosocially, especially those related to the needs and welfare of others.

**b. Compliance**

Individuals will help or behave prosocially because they are asked for help verbally or nonverbally.

**c. Emotional (Emotional)**

Prosocial behavior occurs when there are emotional feelings based on the situation that occurs.

**d. Public**

Prosocial behavior that is carried out in front of people, at least with the aim of gaining recognition, respect, and increasing self-esteem from other people (parents, peers).

**e. Anonymous**

Someone will behave prosocially or help without the knowledge of the person being helped, meaning that the person helping does not reveal his identity to anyone.

**f. Dire**

Is a prosocial behavior that occurs by providing help to someone who is in a crisis or emergency.

## 2.2 Self-Concept

Self-concept is an individual's perception and belief about the strengths and weaknesses possessed, as well as other people's perceptions or judgments about oneself [25]. Self-concept is not an outward factor, but a factor that is learned and formed from individual experiences in dealing with other individuals, in which there is a process of forming roles that are in accordance with societal values and norms [26]. Self-concept is an individual's way of seeing the whole person, concerning the physical, emotional, intellectual, social, and spiritual. Self-concept includes individual perceptions of their nature and potential, individual interactions with other people and their environment, values related to experiences and objects, as well as goals, hopes and desires [27].

Fitts divides the dimensions of self-concept into two, namely [28]:

**a. Internal dimensions, including:**

1) Identity self-concept, is a label or symbol worn by a person to explain himself and form his identity. The label that is formed will continue to grow along with the increase in capabilities.

2) Behavioral self-concept, is an individual's perception of his behavior which contains all awareness.

3) Appraiser's self-concept, is a bridge that connects self-identity and self-behavior that functions as an observer, standard setter, and comparison to see how far a person accepts himself.

**b. External dimensions**

1) Physical self-concept, is a person's way of looking at himself from a physical point of view, health, appearance and motor movement.

2) Personal self-concept, is a person's way of assessing the abilities that exist in him and describes his identity.

3) Social self-concept, including one's perceptions, thoughts, feelings, and evaluation of social tendencies that exist in oneself.

4) Moral ethical self-concept, related to a person's perceptions, thoughts, feelings, and evaluation of his own morality related to his personal relationship with God, and all matters that are normative, both values and principles that give meaning and direction to one's life.

5) Family self-concept, this concept shows one's feelings and self-esteem in his position as a family member.

## III. RESEARCH METHOD

### 3.1 Population and Sample

The population in this study were early adulthood Twitter users. The sampling technique in this study used a purposive sampling technique. The criteria for the subjects of this study were early adult Twitter users, aged between 20 and 40 years old, and have donated at least once through social media Twitter. This study used 110 respondents.

### 3.2 Measuring Instrument

The scale used to measure prosocial behavior is adapted from Carlo and Randall consisting of 23 items using five alternative answers from very suitable to very not suitable [29]. Meanwhile, Self-concept is measured by a modified self-concept scale from Mandela's research [30]. This scale is based on the dimensions of self-

concept developed by Fitts. This scale consists of 35 items using five alternative answers from very suitable to very not suitable.

3.3 Data Analysis Technique

The data analysis technique in this study used a simple regression technique using the SPSS Program.

**IV. RESEARCH RESULTS AND DISCUSSION**

4.1 Validity Test

This study uses a content validity test to see whether the content of each scale includes the attribute to be measured. This validity test is carried out through the supervisor (as an expert judgement) by checking each statement and testing the readability contained in each scale by providing input on the selection of the right words and sentences based on the aspects or dimensions used.

4.2 Item Discrimination Test

Good item selection criteria are seen based on the total item correlation values that range from  $\geq 0.20$  to  $\geq 0.50$  [31]. Based on the item discrimination power test that was carried out on the scale of prosocial behavior, of the 23 items tested there were 19 good items and 4 failed items. The discriminating power of good items ranges from 0.246 to 0.558. As for the results of the item discrimination power test that was carried out on the self-concept scale, of the 35 items tested there were 32 good items and 3 failed items. The discriminating power of good items ranges from 0.258 to 0.573.

4.2 Reliability Test

A measuring instrument can be said to be reliable if the results of the reliability test are high, which means that the measuring instrument has good consistency and can be said to be accurate. To be said to have fairly good reliability, a measuring instrument must have a reliability test value of  $\geq 0.70$  [32].

In this study, the prosocial behavior scale obtained a coefficient value of 0.705 from the results of the reliability test with 23 items, after dropping four bad items, the coefficient value was 0.797. While the results of the self-concept scale reliability test in this study obtained a coefficient value of 0.865 before the item was dropped and 0.869 after the bad item was dropped.

4.3 Normality Test

The normality test is carried out to find out whether the data is normally distributed or not. The data distribution is said to be normal if it has a probability (significance) greater than 0.05 ( $p \geq 0.05$ ). This study used the Kolmogorov-Mirnov test to test normality, and obtained a significance value of 0.166 ( $p \geq 0.05$ ) for the prosocial behavior scale and 0.200 ( $p \geq 0.05$ ) for the self-concept scale, which means that the prosocial behavior scale and the concept scale themselves in this study normally distributed.

4.4 Linearity Test

The linearity test was carried out to find out whether the variables in this study had a linear relationship or not. Based on the results of the linearity test, a significance value of 0.008 ( $p < 0.05$ ) was obtained. With these results it can be concluded that the prosocial behavior and self-concept variables are linear because the significance value is  $p < 0.05$ .

4.5 Hypothesis Test

The hypothesis tested in this study is that there is an influence between self-concept and prosocial behavior in early adult Twitter users. The results of the hypothesis test will determine whether the hypothesis proposed in this study can be accepted or not.

**Table 1. Results of Hypothesis Test**

F	p	R Square	sig.
7.927	0.01	0.068	.006

Hypothesis testing in this study was carried out by simple regression analysis and obtained an F value of 7.927 with a significant coefficient of 0.006 ( $p < 0.01$ ). Based on these results, the hypothesis is accepted. Furthermore, an R Square value of 0.068 is obtained, which means that the influence of self-concept on prosocial behaviour in this study is 6.8%.

4.6 Calculation of the Empirical Mean, Hypothetical Mean, and Standard Deviation

The results of the calculation of respondent categorization are:

4.6.1 Prosocial Behavior

**Table 2. Categorization of Prosocial Behavior on Respondents**

Variable	M	M	DH	Categorization
Prosocial Behavior	9.25	7	2.5	Medium

Based on the results of an analysis of the empirical mean value and the hypothetical mean value, it was found that the hypothetical mean value was 57 and the empirical mean was 69.25, and the standard deviation value is 12.5. So it can be seen that early adult Twitter users in this study have a level of prosocial behaviour classified in the medium category.

4.6.2 Self-Concept

**Table 3. Categorization of Self-Concept on Respondents**

Variable	M	M	DH	Categorization
Self-Concept	22.60	6	1.33	High

Based on the calculation of the empirical mean, hypothetical mean, and standard deviation, the empirical mean value is 122.60, the hypothetical mean value is 96, and the standard deviation value is 21.33. So it can be seen that the respondents in this study have a level of self-concept which is classified in the high category.

**V. DISCUSSION**

This study aims to determine the effect of self-concept on prosocial behavior in early adulthood Twitter users. Based on the results of the simple regression analysis test, it is known that self-concept has a significant effect on prosocial behavior in early adult Twitter users with a significant value of 0.006 ( $p < 0.01$ ) and a regression test result of 0.068. This indicates that the influence of self-concept on prosocial behavior in early adult Twitter users is 6.8%, meaning that the hypothesis which states that there is an influence between self-concept and prosocial behavior in early adult Twitter users is accepted.

Self-concept influences prosocial behavior because self-concept is a person's principles and values that are used as a guide or reference for behavior, which in this case includes voluntary actions. Someone will behave in accordance with the self-concept that is owned, that is in accordance with the way of looking, assessing, and recognizing oneself, this can be seen from the high or low of a person's self-concept. Individuals who know themselves well will find it easier to establish relationships with other people, which with relationships with others can increase self-knowledge. With a positive self-concept, individuals will find it easier to carry out social relationships because of a sense of comfort and confidence in themselves to act, therefore if someone has a positive self-concept, it will be easier for the individual to behave prosocially. In this context, self-concept is positioned as personal values or innate values that influence prosocial behavior, this is in line with Staub's opinion who says that one of the factors that influence prosocial behavior is personal values [24].

The results of this study are reinforced by Calvo which states that self-concept is positively correlated with prosocial behavior. So that the more positive self-concept that is formed, the higher the possibility of prosocial behaviour [33]. Likewise with the results of research conducted by Utari and Rustika, it was found that self-concept can influence prosocial behavior in adolescents in Denpasar, where a positive self-concept can increase prosocial behaviour [34]. The results of this study are also in line with research conducted by Darmawan which states that self-concept has a significant relationship with prosocial behaviour [15]. Adolescents with a positive self-concept will be able to recognize themselves well so they can increase knowledge about themselves and it will be easier for them to make relationships with other people around them, including it will be easier to behave prosocially.

Based on the results of the empirical mean calculation, it is known that in this study the early adult self-concept of Twitter users is in the high category with an empirical mean value of 122.60 and prosocial behavior is in the medium category with an empirical mean value of 69.25. This shows that a high self-concept can produce positive behavior, positive behavior in this study is prosocial behavior, and through this research it is also known that prosocial behavior is not only visible in everyday social life but can also be seen through social media Twitter. A high self-concept will produce good behavior, because individuals with a positive self-concept will try to carry out behaviors and actions that are acceptable to society. Therefore, with a high self-concept a person will behave positively either through direct interaction or indirect interaction (via Twitter social media). This statement is supported by Borddens and Horowitz who say that individuals with high self-concept will do things that are beneficial to themselves and also to others [35]. Meanwhile, individuals with low self-concept will engage in negative and less useful behavior. Prosocial behavior is one thing that can be done to benefit or benefit other people.

The results of the empirical mean calculation show that the self-concept of respondents with male and female genders is in the high category, but when viewed from the empirical mean value, women have a higher score, namely with an empirical mean value of 125.46 and men has an empirical mean value of 119.63. As with the prosocial behavior variable, in the gender category women are classified as high with an empirical mean value of 69.54 and men are classified as medium with an empirical mean value of 68.98. That is, respondents

with a female gender have a high self-concept and prosocial behavior that is higher than the male gender. This is associated with empathy that women tend to be greater than men. Empathy is one of the factors that causes prosocial behavior and can be one of the positive principles that shape self-concept. As Nugroho, Pasiak and Tanudjaja said, women have greater empathy than men [36]. The results of this study are in line with the opinion of Wicaksono and Susilawati, which state that women are more often emphasized regarding manners and behaviors that are in accordance with societal norms [37]. Individuals with a positive self-concept will have good social development and be able to follow prevailing societal norms [38], one of the behaviors that reflects societal norms is prosocial behavior.

Respondents aged 23-40 years have a larger empirical mean value, which indicates that self-concept in that age range is slightly higher than self-concept in the age range 20-22 years. This indicates that as one gets older, one's self-concept can develop over time and experience increases. A good self-concept in early adulthood is one thing that is quite important, because with a good self-concept it will be easier for individuals to find their roles and identities. Furthermore, it is known that respondents with an age range of 20-22 years are classified as having high prosocial behavior with an empirical mean value of 70.55 and respondents with an age range of 23-40 years are classified as moderate prosocial behavior with an empirical mean value of 66.70. Therefore it can be said that prosocial behavior in early adulthood of Twitter users is quite good because it is classified as medium and high, this is because prosocial behavior is not an action that has just been carried out in early adulthood, but has started to form from childhood. So that the respondents of this study who are early adults already know and are even accustomed to prosocial behavior. as according to research by Pradnyana and Lestari which says that prosocial behavior has been internalized from an early age, by inculcating prevailing moral values and norms, so starting from an early age a person tends to be familiar with prosocial behaviour [39].

Income categories in one month are divided into four categories with income ranges below IDR 2,000,000 to above IDR 6,000,000. Based on the results of the empirical mean, it is known that the self-concept of the four income categories is high. Respondents with an income of IDR 4,000,001 – IDR 6,000,000 had the highest self-concept with an empirical mean value of 133.78. Because the four categories of income belong to the same group, namely high self-concept, it means that the formation of self-concept is not influenced by income in one month. High or low a person's self-concept is formed through repeated experiences and interactions. This opinion is in line with the factors that influence self-concept according to Fitts, namely experience, competition, and self-actualization. Where with the existence of interpersonal experiences that can bring up positive and valuable feelings, as well as the implementation of personal potential can create a positive self-concept [40].

In this study, the level of socioeconomic status or one's income does not really affect the prosocial behavior that occurs on social media Twitter. Based on the results of the empirical mean in the four categories, respondents with income above IDR 6,000,000, which is the highest income category, show lower prosocial behavior. This is contrary to the research results of Pradnyana and Lestari which say that individuals who have high income tend to show better prosocial behavior, this is due to a high awareness of moral responsibility to help or prosper someone who is in need [39]. This is different because this research looks at prosocial behavior directly, while this research looks at prosocial behavior that occurs on social media Twitter. This difference in results is also thought to have occurred because the distribution of the number of respondents was uneven in each category.

## **VI. CONCLUSION AND SUGGESTION**

### **5.1 Conclusion**

Based on the results of the research that has been done, it can be concluded that the hypothesis proposed in this study is accepted. The results showed that the R square value was 0.068 so that the magnitude of the influence of self-concept on prosocial behavior in early adult Twitter users was 6.8% while the remaining 93.2% was another factor outside of this study. The results showed that the level of prosocial behavior in the respondents was in the medium category and the respondents' self-concept was in the high category. In this study, self-concept becomes a factor of personal values that can influence prosocial behavior in early adulthood Twitter users, this is because self-concept is a person's principles and references that determine the occurrence of an action or a person's behavior. A positive self-concept can produce beneficial behaviors and actions such as prosocial behavior.

### **5.2 Suggestions**

Based on the results of the research that has been done, the researchers suggest the following :

a. For Early Adulthood Twitter Users

For early adulthood twitter users are advised to be more sensitive in helping someone who is in need of help by seeking the latest information about it. Because based on the results of research that has been done it is

known that the level of early adult prosocial behavior of Twitter users is still relatively moderate, so with increased sensitivity it is hoped that it will increase prosocial behavior on social media.

b. For General Public

Researchers suggest that the community can appreciate and show a caring attitude towards others who are in need of help by contributing to prosocial behavior activities.

c. For the Next Researcher

For future researchers who are interested in conducting research with the same theme, it is advisable to develop and refine the deficiencies that exist in this study and to look for other variables that can influence prosocial behavior, such as personality type or religiosity. Future researchers can also add subject criteria and other demographic factors to be studied in describing the influence of self-concept on prosocial behavior.

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