

The Influence of Exposure to Social Media Content and Peer Interaction on Motivation to Engage in Self-Harm Among Adolescents

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Article Information

Submitted date 27-07-2025
Revised date 21-10-2025
Accepted date 21-10-2025

Keywords:
self-harm;
motivation;
adolescent;
social media;
peers.

Kata kunci:

pencederaan diri;
motivasi;
remaja;
media sosial;
teman sebaya.

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Abstract

Self-harm has recently become a trend among adolescents, with one of the main motivations being to alleviate negative emotions. This trend is widespread on social media and is also commonly found within peer groups. This study aimed to examine the influence of exposure to social media content and peer interaction on the motivation to engage in self-harm among adolescents. The research employs a quantitative correlational method involving 132 adolescents aged 11–20 years who actively use social media and have engaged in self-harm. Data were collected through questionnaires using social media content exposure and peer interaction instruments, and the Inventory of Statements About Self-Injury (ISAS). The results indicate that both exposure to social media content and peer interaction significantly influence the motivation to engage in self-harm ($p < .001$), and both factors contribute 34.4% to the motivation. However, partially, only exposure to social media content showed a significant influence on self-harm motivation. The implications of this study show the importance of paying attention to adolescents' emotional and mental health, as well as monitoring and educating them about the use of social media and peer interactions to prevent the negative impact of content or social interactions related to self-harm.

Abstrak

Pencederaan diri akhir-akhir ini menjadi tren di kalangan remaja, dimana salah satu motivasi utama mereka melakukannya adalah untuk mengalihkan emosi negatif. Tren tersebut beredar di media sosial dan juga banyak ditemukan terjadi di lingkup pertemanan. Penelitian ini bertujuan untuk mengetahui pengaruh paparan konten media sosial dan interaksi teman sebaya terhadap motivasi melakukan pencederaan diri pada remaja. Penelitian ini dilakukan menggunakan metode kuantitatif korelasional dengan melibatkan 132 remaja berusia 11–20 tahun yang pernah melakukan pencederaan diri dan aktif menggunakan media sosial. Data didapatkan melalui penyebaran kuesioner menggunakan instrumen paparan konten media sosial dan interaksi teman sebaya, serta Inventory of Statements About Self-Injury (ISAS) yang kemudian dianalisis melalui teknik analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa terdapat pengaruh antara paparan konten media sosial dan interaksi teman sebaya terhadap motivasi melakukan pencederaan diri pada remaja ($p < 0,001$), dan kedua faktor tersebut berkontribusi sebesar 34,4% terhadap motivasi remaja melakukan pencederaan diri. Namun secara parsial, hanya paparan konten media sosial yang memiliki pengaruh signifikan terhadap motivasi tersebut. Implikasi dari penelitian ini menunjukkan pentingnya perhatian terhadap emosi dan kondisi mental remaja serta pengawasan dan edukasi penggunaan media sosial juga pergaulan pada remaja untuk mencegah dampak negatif dari konten atau interaksi sosial yang berhubungan dengan pencederaan diri.



INTRODUCTION

Mental health issues have become an increasingly important topic, especially among younger generations. A large-scale study conducted in the United States found that adolescent mental health has deteriorated since 2010, as indicated by feelings of unhappiness, lower life satisfaction, loneliness, anxiety, depressive symptoms, major depressive episodes, self-harming behavior, suicidal thoughts, and suicide attempts (Twenge, 2020). Among the various mental health issues faced by adolescents, self-harm has become a particularly serious concern due to its increasing prevalence.

Several studies have identified self-harm as a major issue among adolescents worldwide (Gillies et al., 2018). The increasing prevalence of self-harm evidences this. In Indonesia, according to the 2019 YouGov Omnibus survey, 36% of Indonesians reported intentionally engaging in self-harm, with the highest prevalence in the 18-24 age group (Ho, 2019).

In addition to the self-harm behavior itself, it is also important to understand the underlying motivations behind self-harm, which can explain why self-harm is becoming more common, particularly among adolescents (Demuthova & Demuth, 2019; Doyle et al., 2017; Klonsky, 2009; Nielsen & Townsend, 2018). A lack of understanding about self-harm and its underlying motivations often leads to negative perceptions of the behavior and inadequate intervention or support (Doyle et al., 2017). According to Klonsky et al. (2015), the motivations for self-harm can be understood from a functional perspective, which explains the function or purpose of such behavior. Furthermore, Klonsky and Glenn (2009) identified two main forms of motivation underlying self-harm behavior: intrapersonal motivations, including affect regulation, anti-dissociation, anti-suicide, marking distress, and self-punishment; and interpersonal motivation, including autonomy, interpersonal boundaries, interpersonal influence, peer bonding, revenge, self-care, sensation seeking, and toughness.

Self-harm itself can be defined as impulsive self-destructive behavior or deliberate acts of self-inflicted injury intended to manage emotional distress, which can take various forms, such as cutting the skin, carving symbols into the skin, pulling hair forcefully, and so on (Skegg, 2005; Rini, 2022). There are several terms commonly used to describe self-harming behavior, including self-injury, deliberate self-harm or self-harm, self-injurious behavior, self-mutilation, cutting, and non-suicidal self-injury (NSSI; Whitlock, 2009). In this study, the term *self-harm* is used to refer to the deliberate and conscious act of self-injury.

The increasing prevalence of self-harm among adolescents aligns with the emerging trends on social media, such as the TikTok Barcode Korea trend, which involves posting photos of barcode-shaped cuts on the wrist, attracting the attention of many TikTok users. This trend emerged at the end of 2023 and was briefly followed by many students at a junior high school in Jakarta (Marhalini et al., 2024). A similar trend, the Blue Whale Challenge, emerged in Europe in 2017, a suicide game where players were instructed to engage in tasks involving self-harm behavior over 50 days, culminating in suicide (Longo et al., 2024). The phenomenon of self-harm behavior has also occurred among junior high school students in Indonesia, where adolescents reported engaging in self-harm due to depression and being triggered by viral videos on WhatsApp showing self-harming behavior, which went viral among junior high school students in Riau (as cited in Prasanti & Prihandini, 2019).

This phenomenon indicates that social environments and social media can reinforce teenagers' motivation to engage in self-harm. Exposure to self-harm content can create a normalization and imitation effect among adolescents. This aligns with research by Dyson et al. (2016), which found that adolescents exposed to or involved in self-harm behavior on social media may experience a normalization effect, influencing their perception of self-harm as a valid coping mechanism. Another

study by Orsolini et al. (2024) found that self-harm behavior is associated with excessive social media use, and such behavior is motivated by the need to vent emotions or punish oneself.

Peer interactions can also intensify adolescents' motivation to self-harm. Research by Syed et al. (2020) revealed that knowing a peer who self-harms or discussing self-harm with friends can trigger similar behavior, serving as a bonding experience. Likewise, Hetrick et al. (2020) found that witnessing or hearing about peers at school engaging in self-harm can trigger individuals to engage in similar actions. Furthermore, according to Doyle et al. (2015), exposure to self-harm behavior by friends is the strongest predictor for individuals to engage in similar behavior, and adolescents are nearly 3.5 times more likely to engage in self-harm if their friends also do so.

Social environmental factors and social media can motivate adolescents to engage in self-harm because adolescents have a unique trait where they have a desire to imitate what they see (Kas & Istiqamah, 2023). According to Papalia and Martorell (2021), adolescents are between the ages of 11 and 20 and are at the most vulnerable stage for engaging in risky behavior. Adolescents also have a desire to blend in with their social group, so they are not hesitant to follow trends to avoid being seen as outdated.

Social media exposure refers to the extent to which an individual views or consumes a particular message or content, where the level of exposure is influenced by factors such as duration, frequency, volume, and attention given to information or content on social media (Neijens et al., 2024). Meanwhile, peers refer to individuals who share similarities in age, social background, interests, or developmental stage, who regularly interact and form social relationships (Nurizqi et al., 2024).

The emergence of the self-harm trend, which has led to an increase in the prevalence of self-harm among adolescents, is undoubtedly a problem that requires greater attention. Self-harm, which was initially a serious mental condition, is increasingly being normalized and even regarded as a trend. Self-harm behavior is often motivated by the urge to vent emotions or share experiences with friends. However, self-harm behavior is extremely dangerous and can have both short-term and long-term consequences.

Previous studies have shown that self-harm behavior and the motivations behind it can be influenced by exposure to social media and the social environment, particularly peer interactions. However, there are few studies (Chen et al., 2020; Dewi et al., 2024) that examine both factors simultaneously, and these studies use different methods, namely qualitative methods. Therefore, this study aims to quantitatively investigate the influence of exposure to social media content and peer interaction on adolescents' motivation to engage in self-harm. Specifically, this study seeks to determine whether social media exposure and peer interactions serve as significant predictors of self-harm among adolescents.

METHODS

This study employed a quantitative, correlational research design. The quantitative approach is used to test specific theories by examining the relationships between variables (Amaruddin et al., 2022). The population in this study was adolescents who use social media and engage in self-harm or have engaged in self-harm. The number of samples was determined using the Lemeshow formula, and the minimum sample required is 96.04 and rounded up to 100 participants. The sampling technique applied was accidental sampling, a non-probability sampling method in which samples are selected based on individuals who happen to be encountered by the researcher and are deemed suitable as data sources (Sihotang, 2023).

The exposure to social media content scale was developed by the researcher based on aspects of media exposure outlined by Neijens et al. (2024), including frequency, duration, volume, and

attention, and constructed through the stages outlined by Azwar (2021). Of the initial 38 items, content validity was examined using Aiken's V formula through expert judgement, and three items needed to be eliminated ($V < .50$), and it was recommended to delete items that measured social media exposure in general, so that 30 items remained. Based on item discrimination analysis that was analyzed using item-total correlation (Pearson's r), nine items with discrimination values below .30 (ranging from $-.448$ to $.827$) were excluded, so the final number of items is 21. Then, the results of the exposure to social media content scale reliability, which was assessed using Cronbach's alpha, showed a value of $.964$ ($> .70$), indicating that the scale is reliable and acceptable.

The peer interaction scale was constructed based on the dimensions of peer interaction by Papalia (2009, as cited in Rimardhanty, 2019), which include peer communication, self-adjustment, and peer conformity. Both the exposure to social media content and peer interaction instruments used a 1–4 Likert scale with the following response options: *strongly disagree* (1), *disagree* (2), *agree* (3), and *strongly agree* (4). Based on Aiken's V validity test, all items were declared valid ($V > .05$). Item discrimination was tested using item-total correlation, indicating that 13 items should be removed. Consequently, out of the original 37 items, 24 remained, with item discrimination values ranging from $-.672$ to $.811$. The reliability analysis of the scale resulted in a Cronbach's alpha coefficient of $.958$, indicating that the instrument is reliable.

The instrument used to measure self-harm motivation was adapted and modified from the Inventory of Statements About Self Injury (ISAS) developed by Klonsky and Glenn (2009) through the adaptation stages according to Beaton et al. (2000). Part II was used to measure 13 potential functions of self-harm, consisting of 39 statement items with three response options: *not relevant*, *somewhat relevant*, and *very relevant*. This study used the ISAS Part II scale as the main data, and Part I was used as demographic data. All items in this scale are declared valid and have an item discrimination value greater than $.30$, ranging from $.366$ to $.839$, so the items remain at 39. Meanwhile, through the reliability test, this scale has an alpha coefficient value of $.971$ and is declared reliable.

The data in this study were analysed using inferential statistics through multiple regression analysis with the help of SPSS software version 25. Before regression analysis, classical assumption tests were first carried out, including normality test, linearity test, multicollinearity test, and heteroscedasticity test. Hypothesis testing was carried out through a simultaneous test (F -test), a partial test (t -test), a coefficient of determination test, and an effective contribution calculation.

RESULTS

Respondents in this study were adolescents aged 11–20 years who had engaged in self-harm. Through distributing questionnaires on social media, a total of 132 respondents participated in this study. The general characteristics or demographic data of respondents include age, gender, common self-harm behavior, and types of social media that often display self-harm content. The data in Table 1 shows that the majority of respondents in this study are girls, which is around 85.6% or 113 people, while men are 19 people (14.4%). In terms of age distribution, most respondents are in the age range of 18–20 years. Based on respondents' statements, the most common types of self-harm behavior were pulling hair (18%), banging or hitting oneself (17%), pinching (16%), biting and severe scratching (12%), followed by cutting (10%). As for social media that often display self-harm content according to respondents' information, the highest position is occupied by Twitter (or X) social media, which was chosen by 86 respondents (35%), followed by TikTok (31%) and Instagram (19%).

Table . 1
Respondent Demographic Data

	Category	Total	Percentage
Gender	Female	113	85.6%
	Male	19	14.4%
Age (years)	11–14	13	10%
	15–17	27	20%
	18–20	92	70%
Social media that often displays self-harm content	Instagram	48	19%
	TikTok	77	31%
	Whatsapp	22	9%
	Twitter/X	86	35%
	Facebook	7	3%
	Youtube	7	3%
The most common self-harm behavior	Cutting	43	10%
	Biting	51	12%
	Burning	2	0%
	Carving	4	1%
	Pinching	68	16%
	Pulling hair	74	18%
	Severe scratching	50	12%
	Banging or hitting oneself	71	17%
	Interfering with wound healing	29	7%
	Rubbing the skin against a rough surface	5	1%
	Sticking oneself with needles	15	4%
	Swallowing dangerous substances	3	1%

Furthermore, descriptive analysis was conducted through hypothetical data for further categorization to obtain a description of the three variables.

Table. 2
Descriptive Statistical Analysis

Variables	<i>N</i>	Min	Max	Mean	<i>SD</i>
Exposure to Social Media Content (X_1)	132	21	84	52.5	10.5
Peer Interaction (X_2)	132	24	96	60	12
Motivation to <i>Self-Harm</i> (Y)	132	39	117	78	13

Based on the categorization results in Table 3, the exposure to social media content variable shows that adolescents in this study have a high level of exposure to self-harm content on social media (46%). While on the peer interaction variable, it was found that 92 respondents (70%) had a high level of interaction with peers who engaged in self-harm. As for the motivation variable to engage in self-harm, it was found that 56 respondents (43%) had a motivation to engage in self-harm in the high category. The categorization data is listed in the following table.

Table. 3
Categorization

Variables	Category	Interval	Frequency	Percentage
Exposure to Social Media Content	Low	$X < 42$	17	13%
	Medium	$42 \leq X < 63$	54	41%
	High	$X > 63$	61	46%
Peer Interaction	Low	$X < 48$	9	7%
	Medium	$48 \leq X < 72$	31	23%
	High	$X > 72$	92	70%
Motivation to <i>Self-Harm</i>	Low	$X < 65$	23	17%
	Medium	$65 \leq X < 91$	53	40%
	High	$X > 91$	56	43%

Descriptive analysis was also conducted to compare intrapersonal and interpersonal motivation, and it was found that both forms of motivation were in the high category, with a greater percentage found in intrapersonal motivation. Then, in terms of each form of motivation, it was found that all forms of intrapersonal motivation were in the high category. The most frequent form of intrapersonal motivation is affect regulation. Meanwhile, in interpersonal motivation, there are two forms of motivation that are in the low category: peer-bonding and revenge. Meanwhile, the most frequent forms of motivation in the interpersonal motivation group are self-care and sensation seeking.

Table . 4
Categorisation of Self-Harm Motivation Forms

	<i>N</i>	Category	Frequency	Percentage
Intrapersonal	132	High	90	68.2%
Interpersonal	132	High	46	34.8%

A crosstab between age and gender with the three variables studied was conducted, and the results showed that respondents aged 12, 13, 14, 16, 17, and 18 years had a high level of exposure to self-harm content on social media. Interaction with peers who self-harm was found to be in the high category in all age groups of respondents. Meanwhile, respondents aged 12 to 17 years were found to have a high motivation to self-harm. In terms of gender, both girls and boys adolescents had high levels of exposure to self-harm content on social media and high levels of interaction with peers who self-harm. In terms of motivation to self-harm, boys were found to be in the high category, while girls were in the medium category.

Table . 5
Crosstab of Gender and Age

		Percentage X1			Percentage X2			Percentage Y		
		R	S	T	R	S	T	R	S	T
Age	12	0	20	80	0	20	80	0	0	100
	13	0	25	75	0	25	75	0	0	100
	14	25	0	75	0	0	100	0	0	100
	15	0	60	40	0	40	60	40	20	40
	16	0	12.5	87.5	0	12.5	87.5	0	37.5	62.5
	17	21.4	35.7	42.9	0	21.4	78.6	28.6	28.6	42.9
	18	9.5	42.9	47.6	19	28.6	52.4	9.5	47.6	42,9
	19	30	45	25	10	15	75	20	60	20
	20	9.8	49	41.2	5.9	27.5	66.7	21.6	45.1	33.3
Gender	Female	15	41.6	43.4	8	25.7	66.4	17.7	43.4	38.9
	Male	0	36.8	63.2	0	10.5	89.5	15.8	21.1	63.2

The assumption tests were conducted in several stages. First, the Kolmogorov-Smirnov normality test showed a significance value of .200 ($p > .05$), indicating that the data were normally distributed. Next, the linearity test results showed that exposure to social media content had a significance value of .512, while peer interaction had a significance value of .634. Both values were $> .05$, meaning that each independent variable demonstrated a significant linear relationship with motivation to engage in self-harm.

The next assumption test was the multicollinearity test. The results showed that exposure to social media content and peer interaction had tolerance values of .880 ($> .100$) and VIF values of 1.136 (< 10.00), indicating no symptoms of multicollinearity. The heteroscedasticity test using Spearman's rho also showed significance values of .938 for exposure to social media content and .668 for peer interaction (both $> .05$), indicating no symptoms of heteroscedasticity.

After all four assumption tests were met, hypothesis testing was conducted. Table 6 shows the results of the simultaneous F -test, which produced a significance value of .000 ($p < .05$), indicating that both independent variables, exposure to social media content and peer interaction, together significantly affect motivation to engage in self-harm.

Table . 6
Simultaneous Test (F -Test)

Variables	F	p	Description
Exposure to Social Media Content and Peer Interaction–Motivation to Self-Harm	33.782	$< .05$	There is an influence

Partially, using the t-test in Table 7, exposure to social media content has a significance value of .000 ($p < .05$), indicating a significant effect on motivation to self-harm. Meanwhile, the peer interaction variable has a significance value of more than .05, indicating that it does not significantly affect the motivation to self-harm variable. Based on the table, the regression equation can also be written:

$$Y = 49.498 + 0.569X_1 + 0.057X_2 \quad (1)$$

The regression analysis results show that the constant is positive at 49.498, and this value indicates a unidirectional effect.

Table. 7
Partial Test (t-test)

Model	Unstandardized Coefficients		Standardized Coefficients (β)	<i>t</i>	<i>p</i>
	<i>B</i>	Std. Error			
(Constant)	49.498	5.530		8.951	.000
Exposure to Social Media Content	0.569	0.077	0.562	7.393	.000
Peer Interaction	0.057	0.071	0.062	0.810	.420

Table 8 shows the coefficient of determination (R^2) of .344 or 34.4%. This indicates that the variables of exposure to social media content and peer interaction collectively contribute 34.4% to the self-harm motivation. In addition, within this 34.4% contribution, the effective contribution of each variable shows that exposure to social media content contributes 32.8% to self-harm motivation, while peer interaction shows a much smaller effective contribution, which is 1.6%. The results of effective contribution are obtained from the formula:

$$SEx = Beta_x \times r_{xy} \times 100\% \quad (2)$$

Table. 8
Coefficient of Determination and Effective Contribution

	Variables	Value
R^2		34.4
Effective Contribution	X ₁	32.8
	X ₂	1.6

DISCUSSION

This study aims to examine whether exposure to social media content and peer interaction affects adolescents' motivation to engage in self-harm. The results of hypothesis testing show that there is a significant influence of exposure to social media content on self-harm motivation in adolescents. From these results, the hypothesis in this study is accepted. The overall percentage between exposure to social media content and peer interaction on motivation to do self-harm in adolescents shows that exposure to social media content provides a much larger and dominating effective contribution to adolescent motivation to do self-harm than peer interaction. The relationship is positive, which means that the higher the level of exposure to social media, the higher the adolescent's motivation to self-harm.

This finding is supported by a study from Orsolini et al. (2024), who found that self-harm behavior is related to excessive social media use and often motivated by the need to vent emotions or self-punishment. The tendency to search for self-harm content is motivated by curiosity, seeking help, seeking pleasure, a sense of belonging, to learn how to hurt oneself, and even for popularity. A community-based study conducted by O'Connor et al. (2014) also reported that 18% of secondary

school students were influenced by social networking sites to engage in self-harm behavior (Jacob et al., 2017).

Exposure to social media content affects adolescents' motivation to self-harm because adolescents in this study have a high level of exposure to social media content. This can be interpreted as adolescents in this study are often exposed to content related to self-harm on social media. This finding is supported by research from Mars et al. (2015), which showed that 51.3% of adolescents who reported engaging in self-harm behavior had previously conducted Internet searches related to self-harm or suicidal behavior content.

Hypothesis testing also showed that there was no influence of peer interactions on the motivation to commit self-harm in adolescents. Peer interaction is known to contribute very little compared to exposure to social media content on self-harm motivation. This may explain why peer interaction has no effect on adolescents' motivation to self-harm.

Nevertheless, most of the respondents in this study had a high level of peer interaction, which indicates that adolescents in this study often interact with their peers who engage in self-harm behavior. The high interaction of adolescents with their peers can be explained through the theory of adolescent development by Papalia and Feldman (2010), which states that adolescents spend more time with peers than with family, and for them, peers are a source of affection, sympathy, role models, and a place to achieve autonomy and independence from parents.

In terms of motivation, adolescents in the high category were predominantly driven by intrapersonal motivation. This finding can explain why peer interaction had no significant impact, because the majority of adolescents with high levels of peer interaction generally engage in self-harm due to internal drivers, such as affect regulation or self-punishment, and so on. The results also show peer-bonding or the need to build bonds with peers tends to show a low category, which also strengthens the reason why peer interaction has no effect on self-harm motivation, although in previous study (Young, et al., 2014), this self-harming behavior can occur in peer groups as a form of identity search and an effort to strengthen social bonds with their peers.

In addition, most participants in the high category are in the late adolescent age group. According to Papalia and Feldman (2010), peer influence typically occurs between the ages of 12 and 13 and declines during middle to late adolescence. This can strengthen why peer interaction does not affect adolescents' motivation to self-harm, because in terms of age, it is found that adolescents with high levels of peer interaction tend to be in late adolescence.

Overall, the results showed that exposure to social media content and peer interaction jointly influence adolescents' motivation to self-harm. Both independent variables moderately contribute to adolescents' motivation to self-harm. From the research data, it was found that the most common form of self-harm behavior was pulling hair, followed by hitting, pinching, biting, scratching, and cutting. This form of behavior was most frequently performed because, based on the results of the study, grabbing hair, cutting the skin, and hitting yourself are the easiest ways to do self-harm (Jiang et al., 2021). This finding is also in line with the forms of self-harm behavior formulated by Klonsky (2009), including hitting, biting, and burning, carving and cutting the skin, pulling out wounds, sticking needles, pinching, rubbing the skin against rough surfaces, severe scratching, and ingesting chemicals. Each of these forms of behavior was reported to have been done by at least one adolescent in this study.

The frequency of adolescents' self-harm varied widely, ranging from once to twenty times, for some who cannot estimate the exact number because they have been doing it for years. The onset also varied, ranging from 10 to 19 years old. Similarly, the last time they self-harmed varied, with some

having stopped four years ago and others having stopped about a week ago, starting from mid-April 2025. The respondent who had self-harmed since the age of 10 reported engaging in this behavior for many years before stopping in 2024, when she was 19 years old. This is in line with research from Muehlenkamp et al. (2018), which suggests that self-harm can begin before age 12 and may persist over many years.

In terms of motivation, most adolescents in this study are in the high category, and the form of motivation that tends to cause adolescents to engage in self-harm is intrapersonal motivation, where the most dominant factor is the need to divert emotions (affect regulation). This finding is supported by a literature study of 117 studies among adolescents aged 11-24 years, conducted by Tang et al. (2025), that of 39 studies comparing intrapersonal and interpersonal motivations, 38 studies stated that the most common motivation underlying self-harm behavior in this age group was intrapersonal motivation, and 42 studies stated the most frequent form of motivation as a form of affect regulation, anti-dissociation, and self-punishment. This is in line with the results of this study, which found that the most common motivation for adolescents to self-harm was intrapersonal motivation, and the most frequent forms were affect regulation and self-punishment.

In terms of age, almost all age groups have a high motivation to self-harm. In terms of gender differences, it was found that boys had a high level of motivation to self-harm, while girls were in the medium category. This may occur because adolescent boys tend to be more impulsive, have a higher ability to handle pain, and are more willing to take risks (Slavka & Andrej, 2019). In line with this, several studies state that impulsive individuals are highly motivated to act rashly to relieve negative emotions felt, and are motivated to engage in self-harm because they want to get immediate benefits such as emotional relief (Hamza et al., 2015). Thus, impulsive individuals may be motivated to self-harm because the behavior is seen as an effective form of instant emotion regulation.

Overall, the findings in this study are in line with several previous studies, such as Dewi et al. (2024), which found that adolescents in Cianjur, West Java, engage in self-harm due to knowledge about it from social media and peers, and are motivated by emotional problems and lack of parental supervision. Chen et al. (2020), in their research, also reported that peer influence can increase self-harm behavior. Peer influence in the study occurred in online group chats that talked about and shared photos related to self-harm, which means that peer influence occurs on social media. Thus, it can be concluded that social media and peer interaction play an important role in self-harm motivation, as supported by several previous studies. This shows the importance of the role of stakeholders to pay attention to adolescents' social environments and the use of social media, to prevent negative influences that encourage self-harm behavior.

This study still has several limitations, one of which is that it focuses more on the influence of external factors on self-harm motivation, without fully exploring the combined effect of both internal and external factors. This study also has a weakness that lies in the aspects of the peer interaction variable, which tend to describe the impact of the interaction, not the interaction itself. This may be one of the factors that influence the weak influence of peer interaction variables on motivation to self-harm.

CONCLUSION

Based on the results of this study, it can be concluded that, partially, only exposure to social media content has an effect on motivation to self-harm in adolescents, while peer interaction does not have a significant effect. Meanwhile, when considered together, both exposure to social media content and peer interaction have a significant effect on the motivation to self-harm in adolescents. The effect is positive, which means that the higher the exposure to social media content and peer interaction, the

higher the motivation of adolescents to self-harm. As for the results of this study, future researchers are expected to explore other factors or variables that may affect adolescent self-harm motivation, especially internal factors such as emotional regulation or psychological conditions of adolescents, and refine the construction of peer interaction carefully and comprehensively, through aspects that truly describe and measure peer interaction.

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