

SELF-EFFICACY AND MOTIVATION IN VERBAL COMMUNICATION ON SOCIAL MEDIA

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Abstract

This study explores the relationship between self-efficacy and motivation in verbal communication on social media. As digital platforms become central to human interaction, communication effectiveness is increasingly shaped by psychological rather than merely technological factors. Drawing on Bandura's *Social Cognitive Theory* (1977) and Ryan and Deci's *Self-Determination Theory* (2000), this study examines how individuals' belief in their abilities (self-efficacy) and their intrinsic and extrinsic drives (motivation) influence positive verbal expression online. The analysis reveals that users with higher self-efficacy tend to express opinions confidently and engage more actively in online discussions, while motivated individuals share constructive, inspiring messages that enhance social connection and well-being. The findings highlight the mutual reinforcement between self-efficacy and motivation in fostering positive digital communication, which contributes to a more empathetic, ethical, and collaborative online culture.

Keywords: self-efficacy, motivation, verbal communication, social media, digital interaction

INTRODUCTION

The development of information and communication technology in the digital era has brought about fundamental changes in the way humans interact and convey messages. One of the most prominent phenomena of this advancement is the emergence of social media as a primary means of global communication and information exchange (Fajriah & Ningsih, 2024). Social media platforms such as Facebook, Instagram, X (Twitter), TikTok, and YouTube have transformed modern interaction patterns into ones that are more open, fast, and unrestricted by geographical boundaries. Through social media, individuals have equal opportunities to express opinions, share experiences, and present their identities to a wide audience. However, this convenience also brings new challenges, particularly regarding ethics, communication quality, and the psychological impacts of online interaction (Dea Cindi Amelia Ginting et al., 2023).

In the context of modern communication, social media is not only a tool for sharing information but also a social space that shapes the way individuals think, behave, and interact. Verbal communication that takes place within it reflects a user's character, emotions, and level of psychological maturity. Unfortunately, the rapid development of social media is not always accompanied by linguistic awareness or proper communication ethics (Mailani et al., 2022). The rise of hate speech, cyberbullying, hoaxes, and harsh or degrading verbal expressions has become a serious threat to the culture of online communication (Riska Farwati et al., 2023). In this context, an individual's ability to use positive, polite, and empathetic language becomes a crucial factor that determines the quality of communication on social media.

The success of communication depends not only on technological factors or ease of access but also on psychological aspects, such as self-efficacy and motivation (Sriayu Sibarani et al., 2024). According to Bandura (1977), self-efficacy refers to an individual's belief in their ability to organize and execute actions required to achieve certain outcomes. In the context of social media communication, self-efficacy influences one's confidence to express opinions, interact with others, and manage the messages being conveyed (Mawaddah, 2019). Individuals with high self-efficacy tend to be more active, open, and optimistic in communication, while those with low self-efficacy often exhibit hesitation, passivity, or avoidance in online discussions.

In addition to self-efficacy, motivation plays a vital psychological role in determining the quality of verbal communication on social media. Based on the *Self-Determination Theory* developed by Ryan and Deci (2000), motivation can be intrinsic—arising from internal drives such as the desire to learn, share, and grow—or extrinsic, driven by external factors such as social recognition, rewards, or appreciation from others. Both forms of motivation encourage individuals to participate actively in online communication, whether through positive posts, constructive comments, or the dissemination of inspiring messages. Highly motivated individuals are generally more enthusiastic about interacting, sharing knowledge, and contributing positively to their online communities (Rahmayanthy et al., 2022).

These two factors self-efficacy and motivation are inseparable, as they mutually influence one another in shaping communication behavior. High self-efficacy can enhance an individual's motivation to engage in constructive communication, while strong motivation can reinforce self-efficacy and confidence in conveying messages effectively. This reciprocal relationship creates a pattern of positive communication that benefits not only individuals but also the online community as a whole. The use of positive, polite, and constructive language reflects a high level of psychological maturity and social awareness. Such communication fosters empathy, strengthens relationships, and creates a healthy, productive, and conflict-free digital environment.

However, positive communication practices on social media are often hindered by low linguistic awareness and poor emotional regulation. The freedom of expression guaranteed in the digital world is frequently misinterpreted as absolute freedom without boundaries, leading to aggressive, impolite, and socially harmful communication behaviors. Therefore, it is essential for social media users to recognize that every message shared online carries psychological and social consequences for both the sender and the recipient.

Based on these phenomena, this study aims to explore in depth the role of self-efficacy and motivation in verbal communication on social media. The focus of the research is to identify how these two psychological factors are manifested through posts, comments, and online interactions that demonstrate self-expression, confidence in one's abilities, and the motivation to participate positively in digital spaces.

The main objective of this study is to analyze the relationship between self-efficacy and motivation in verbal communication on social media and to identify the characteristics of positive language used in user interactions. Furthermore, this research is expected to provide theoretical insights into the application of *Social Cognitive Theory* and *Self-Determination Theory* within the context of modern digital communication.

Practically, the findings of this study are expected to contribute to the development of positive communication culture on social media—benefiting individuals, online communities, and educational institutions. This research also serves as a reference for future studies that seek to explore psychological and linguistic aspects of digital communication. By understanding how self-efficacy and motivation influence verbal behavior, it is hoped that society can cultivate a more empathetic, ethical, and constructive communication environment in the digital age.

METHOD

The research method was written in a clear, complete, and structured manner by highlighting the approach and the way the data were analyzed.

RESULTS AND DISCUSSION

A. Verbal Communication on Social Media

In the current digital era, social media has become one of the main platforms for communication and information exchange. The use of social media enables individuals to interact quickly and widely without geographical limitations. However, the effectiveness of communication on social media depends not only on technology but also on psychological factors such as self-efficacy and motivation. Self-efficacy refers to an individual's belief in their ability to perform a

specific task, whereas motivation concerns the internal drive that encourages individuals to participate actively in communication. This article aims to discuss the role of self-efficacy and motivation in verbal communication on social media, as well as how these two factors influence the success of online communication.

Social media has become an inseparable part of modern society. Through these platforms, individuals can interact, share information, and express themselves freely. However, the quality of communication that takes place on social media is greatly influenced by how individuals convey messages, including the use of positive language and tone. Positive verbal communication not only fosters harmonious relationships but also creates a pleasant atmosphere that supports personal and social growth. Positive verbal communication refers to the use of words, tone, and language styles that are constructive, inspiring, and non-hurtful (Hargie, 2011). In the context of social media, this includes the use of polite, empathetic, and constructive language, while avoiding hate speech, insults, or negative words that may harm others. According to interpersonal communication theory, positive words can strengthen relationships and enhance self-confidence (Burgoon & Hale, 1984). Moreover, positive verbal communication on social media can improve mental health, enhance self-image, and create an atmosphere that supports social growth. The use of positive language on social media fosters constructive discussions, strengthens solidarity, and minimizes conflict. Conversely, negative or harsh language can provoke division and damage both one's own and others' reputations. Positive language use on social media helps create an enjoyable and respectful environment. For example, offering praise, gratitude, or supportive words can boost confidence and strengthen relationships among users.

The positive impacts of such communication include:

- 1) Enhancing social relationships: Friendly and empathetic language makes people feel valued and accepted.
- 2) Creating a positive atmosphere: Reducing conflict and fostering mutual support.
- 3) Improving self-image: Users who consistently share positive messages are perceived as kind and inspiring individuals.
- 4) Encouraging constructive communication: Healthy and beneficial discussions occur when filled with polite and positive language.

Although important, applying positive verbal communication on social media is not always easy. The main challenge lies in the freedom of expression that can be misused to spread hate speech or negativity. Therefore, awareness and linguistic discipline are required, alongside monitoring by users and social media platforms themselves. This paper examines how self-efficacy and motivation are manifested in social media posts. The theoretical foundation is Albert Bandura's Social Cognitive Theory, which introduces the concept of self-efficacy—an individual's belief in their ability to take appropriate action in specific situations (Bandura, 1977). In communication, self-efficacy influences one's confidence to speak, express opinions, and interact verbally on social media. Another underlying theory is Ryan and Deci's *Self-Determination Theory* (2000), which defines motivation as the driving force that prompts individuals to act and achieve certain goals. In social media communication, motivation may be intrinsic—such as the desire to share knowledge—or extrinsic, such as seeking social recognition. High motivation enhances active participation and successful verbal communication.

B. Posts Reflecting Self-Efficacy and Motivation

Individuals with high self-efficacy tend to be more confident in expressing opinions and interacting actively on social media. They are unafraid to voice their views, even when these differ from others. Conversely, low self-efficacy often leads to hesitation and reluctance to participate, hindering effective communication. High motivation increases the desire to participate in

discussions and share experiences on social media. Intrinsic motivation encourages individuals to communicate out of curiosity and a desire to learn, while extrinsic motivation may involve appreciation or recognition from a community. Both aspects contribute to improved quality of verbal communication, as individuals are motivated to deliver messages more clearly and authentically.

Self-efficacy and motivation are interrelated and mutually reinforcing. Individuals with high self-efficacy tend to possess greater motivation to communicate, as they believe in their abilities. Conversely, high motivation strengthens self-efficacy, creating a positive cycle that enhances effective communication on social media.

1. Posts Reflecting Self-Efficacy

Here are some social media posts that reflect self-efficacy

Table 1. Verbal Communication that Reflects Self-Efficacy

No.	Example Post	Theme	Interpretation
1	I just completed a one-month online graphic design course...	Expertise or Experience	Confidence in skills and readiness to share.
2	In my opinion, education should emphasize creativity...	Opinion or Perspective	Confidence in expressing ideas.
3	I'm proud to be part of this literacy community...	Community Participation	Confidence in contributing to a community.
4	After months of training, I finally completed a long-distance run...	Personal Journey	Confidence in self-achievement.
5	I feel confident teaching children based on my experience...	Teaching or Mentorship	Confidence in teaching ability.
6	Today I tried a new recipe, and the result was amazing!	Creativity or Innovation	Confidence in creativity and learning.
7	I'm committed to learning English every day...	Self-Development	Confidence and commitment to improvement.

Posts reflecting motivation generally use positive and encouraging language, include inspirational quotes, use supportive emojis, and display bright, uplifting visuals.

C. Recommendations

Positive verbal communication on social media can enhance mental well-being, improve self-image, and foster a socially supportive atmosphere. The use of positive language promotes constructive discussions, strengthens solidarity, and reduces conflict. Posts that reflect self-efficacy and motivation represent forms of impactful positive verbal communication. Such posts use

confident, positive language, share experiences of progress, express pride in abilities, encourage others to learn, and employ inspirational visuals—together embodying positive verbal communication with strong psychological and social impact.

CONCLUSION

Self-efficacy and motivation play crucial roles in shaping the quality of verbal communication on social media. Individuals with high self-efficacy are more confident and proactive in expressing their ideas, while motivation—both intrinsic and extrinsic—drives them to participate positively in online interactions. The interplay between these two factors fosters constructive dialogue, strengthens social bonds, and promotes a respectful digital environment. Encouraging positive language use through self-belief and purposeful motivation can enhance mental well-being, build supportive communities, and develop healthier communication cultures in the digital era.

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