



The Use of Instagram Social Media as an Interaction Media in Shaping Adolescent Lifestyles

¹Lidya Cici Rahmayanti, ²Lutfi Zulfikar Fauzi

Nusantara Islamic University, Faculty of Communication Studies, Communication Studies Program

ARTICLE INFO

Article history:

Received Aug 01, 2021
Revised Sep 10, 2021
Accepted Oct 23, 2021

Keywords:

Instagram,
Social Media,
Teenager,
Lifestyle.

ABSTRACT

This study aims to determine the impact of the use of Instagram social media in shaping the lifestyle of teenagers in Kutamandiri Village. The method used is descriptive research that uses a qualitative approach. Based on the research results, Instagram is the dominant social media used by teenagers. Instagram has a very interesting feature so that teenagers often interact on Instagram. The results of this study are Instagram can shape the lifestyle of teenagers, because Instagram provides access for teenagers to express themselves freely in public. Teenagers' lifestyles change and they are formed from their interests and interests with lifestyles that become a place to exist for others.

access article under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/) license.



Corresponding Author:

Lidya Cici Rahmayanti,
Islam Nusantara University,
Faculty of Communication Studies,
Communication Science Study Program
Jl. Soekarno Hatta No.530, Sekejati,
Kec. Buahbatu, Kota Bandung,
Jawa Barat 40286, Indonesia
Email : lidyacicirahmayanti1307@gmail.com

1. INTRODUCTION

Communication is one of the main needs for everyone. Through communication, everyone can convey what he thinks, feels, and what he expects. There are various ways to communicate. Some are done face-to-face, and some are done indirectly, namely by using various media, one of which is social media (Syahreza & Tanjung, 2018). There are many kinds of social media, ranging from Facebook, Instagram, WhatsApp, Line, Twitter, Path, and many others. So that social media has now become a necessity for society in general.

People generally communicate using the internet. Social media is an online media that is used by users to communicate and interact with one another. With social media all information can be obtained easily (Arianti, 2017). Social media is a means of communication today that is very fast and rapid in its development, social media is also growing rapidly from various classifications and types according to the needs of the world community. Social media has become a necessity in society with today's modernity background. Social media can help

humans in various aspects of needs. Aspects of entertainment, education, health, self-expression, communication and others (Manampiring, 2015).

Social media is media created to facilitate two-way social interaction between two or more people. Networking sites or social media are media that can be used to publish things such as profiles, activities, and users' opinions about something, and as media that provide space to communicate and interact in social networks in cyber space (Nasrulloh, 2015). The most popular social media nowadays is Instagram. Instagram is the second well-known social media platform with survey results 59% of online users in the 18-29 year age range using Instagram. The presence of social media today unites one's private space with the public. And activities at this time can never be separated from what is called social media (Sakti & Yulianto, 2013).

The choice of Instagram as a medium for communicating certainly cannot be separated from the facilities available on Instagram. By using a cellphone connected to the internet, users can download the Instagram application into their cellphone and are ready to share information with fellow Instagram users (Syahreza & Tanjung, 2018). In this Instagram application we can find many friends with the terms follow and follower or follow and followers. The number of followers we get means that we already have many friends. Communication that can be established is by giving likes or likes on posts belonging to other people's accounts,

The use of Instagram can certainly affect a person's attitudes and behavior. There are those who turn into someone who is more creative, looks attractive, there are also those who always show off the things they have, as if Instagram has become a place to compete. The lifestyle of today's teenagers is more willing to get recognition from the virtual world than in the real world. Many of them post photos or videos just to get likes and comments from others on social media (Nurul, 2019 in: Rifqi et al., 2020)

Today's teenagers spend a lot of time playing games and checking their Instagram accounts, such as looking at the latest fashion, favorite hangout spots, and so on. So that they are like drowning in cyberspace if they are not smart or smart in using it and without realizing it have a negative impact on their association and social life in society. Almost all teenagers in the world are so familiar with social media, they continue to communicate using social media. They spend a lot of time playing this social media, compared to spending their time studying or hanging out with family. There are various reasons why social media is so attractive to teenagers, some of the reasons are to get attention, ask for opinions, cultivate self-image,

Each individual has a different lifestyle, lifestyle is also very closely related to the times and technology so that it gives rise to a hedonic lifestyle which is a lifestyle whose activities are to seek the pleasures of life, such as wasting money, and always want to be the center of attention (Ningsih & Son, 2020). Some of the impacts of the hedonistic lifestyle are the existence of a materialism-oriented lifestyle and a pragmatic mindset, even for students it can cause a decrease in motivation and learning achievement (Agustina, 2016).

Therefore, today's teenagers and adults are using social media as their lifestyle, and always uploading their photos to get lots of likes and positive comments to correct their work. Their assumption is that with Instagram social media, they can be known by many people, not only Instagram users, a sense of comfort interacting on social media makes them always want to be popular, recognized by many people, and Instagram social media is also effective for adding social networks or adding relationships. very quickly or through Instagram media they get a label or recognition from many people regarding the results of these photo works (Eko, 2017).

The development of communication and information technology changes the way individuals interact with other individuals. As an example, nowadays there have been many changes in the community who use internet facilities for their personal needs, as Instagram users in the village do. I'm independent. Most of the Instagram social media lovers in the village. This Kutamandiri are teenagers as well as adults. We can see from their penchant for playing social media, this has led to a new phenomenon in society that causes even teenagers and adults to make Instagram social media their lifestyle.

2. RESEARCH METHOD

This study uses descriptive research that uses a qualitative approach, namely the research discussion is presented and analyzed in the form of a description of the words (descriptive). Qualitative research methods are research that is useful for investigating, describing, explaining, and discovering the qualities or features of social influence. The effect obtained is an influence that cannot be explained, measured or described by qualitative research methods (Saryono, 2010).

The research that the researcher focuses on is carried out in the village. Kutamandiri, Kec. Tanjungsari, Kab. Sumedang. The subjects in the study were teenagers who actively used Instagram social media with productive ages of 10-20 years. This study looks for informants who are willing to share experiences in using Instagram social media as a medium of interaction, as well as how respondents form their identity according to the impression they want to form to followers who follow them on Instagram social media.

Data collection techniques to be carried out are through observation and interviews. Observations in this study look at how the activities carried out by teenagers in using Instagram are, and how their social life is so that they make Instagram social media their lifestyle. Furthermore, by means of face-to-face interviews between interviewers and respondents with the aim of obtaining data that can explain and answer problems.

This study uses primary and secondary data in the form of texts, phrases, written texts, which present the perceptions and experiences of informants regarding the use of Instagram as a medium of interaction and shape lifestyle through Instagram social media. The data analysis in this study was conducted in a descriptive qualitative way, namely by making a description or description of the phenomena found in the field. After all primary data can be collected from respondents, then the data is separated based on categories that are determined and arranged well. More of a description of the results of the interview. Furthermore, the data obtained will be analyzed qualitatively and described in descriptive form. With this analysis strategy, the researcher interprets the data with the current situation, attitudes, and views that exist in society, the differences between facts, and the influence on a condition. This research activity includes, collecting data, analyzing data, interpreting data, and providing a conclusion that refers to analyzing the data.

3. RESULTS AND DISCUSSIONS

Most of the Instagram social media users in Kutamandiri Village are teenagers who are active users of this Instagram social media. From the results of interviews with all informants, the use of social media, especially Instagram, has provided an effective way for informants to interact.

Informants can carry out interaction activities more easily and more widely through social media, especially Instagram. With the existence of Instagram social media, informants have an Instagram account. Instagram provides an attraction for users to be able to search for various kinds of information, seek to increase knowledge, share photos and videos, and many other things that informants can get and do with the features that exist in Instagram social media.

By using Instagram, informants can interact with one another. Instagram social media has its own charm for audiences, especially teenagers, to use and have Instagram social media accounts. The attraction presented by this social media is that we can share photos or videos, look for various information from within the country and abroad, add knowledge, and much more that informants can get with the features available on Instagram social media. . From each interview that the researcher conducted with the informants, each informant's experience was different and very unique. Starting from the first experience in using Instagram social media, interest in Instagram social media, experiences after and before using Instagram social media.

"Because of the followers, namely wanting to have a lot of followers, the features are interesting." (informant I)

"So I first liked Instagram when Instagram was booming among teenagers, and I was interested in installing the Instagram application. (Informant II)

"So at that time my brother had Instagram and I didn't understand social media. And my brother taught me how to use Instagram and I was also interested in playing Instagram. (Informant III)

From the results of the interview, it was shown that the informants had their initial experience of being interested in using Instagram. The informants chose to use Instagram social media of their own volition or because of encouragement from their friends. There were also informants who told that before and after using them they experienced differences in changes in attitudes and lifestyles. Here are some excerpts from the experiences of informants before and after using Instagram.

"Yes, before using it, I didn't upload often about my daily routine. I know Instagram often make stories, photos using Instagram filters, which I've never done before. Being able to get to know the outside world, outsiders, celebrities and even international artists only through Instagram and Instagram can generate money." (Informant I)

"Yes, my free time is often used to open the Instagram application. Previously I didn't know the Instagram effect, I also didn't know how to use the application. and now share stories on Instagram more often, and scroll Instagram more often." (Informant II)

"Previously it was very monotonous, there was no development in terms of learning, because social media can also add knowledge to learning. But after using Instagram, they become more creative, and keep up with the times, and useful people, become more mature, and can distinguish between bad and bad ones." (Informant III)

Based on some excerpts from the interview, it can be seen that the use of social media Instagram greatly affects the daily life of the informants. Informants use Instagram social media in their daily lives, some fill their spare time to use Instagram social media. In using social media, the informants admitted that they used Instagram as a means to communicate and interact with other people. All informants are interested in the features in Instagram social media. The use of social media Instagram is used in their daily lives. There are some informants who use Instagram social media for only 1-2 hours to use it, some also use this Instagram all day. They use Instagram social media in different ways. There are informants who

use Instagram social media as entertainment when they are bored, and as a means to source knowledge and information about anything, and use Instagram as a medium to interact with each other. By using Instagram they say that "most people and even people around the world have Instagram so it's very easy to interact via Instagram".

The presence of social media today cannot be separated from the lives of teenagers because almost every time they cannot be separated from their smartphones and social media. Social media that is currently in great demand among teenagers is Instagram social media. With social media Instagram, informants can show and express their daily lives to the public, which places they visit, post photos and videos. It can be seen that the use of social media Instagram is used by teenagers as their lifestyle. Instagram social media can change the lifestyle of teenagers because it looks like there are many teenagers who want to show or exist by posting photos, and showing their daily lives.

"It's very big because through Instagram we can imitate people who actively use ig such as celebrities, lifestyles such as healthy living, fashion, food, and even culinary greatly affect daily life." "Its influence can keep up with the times, so I live more modern, the use of Instagram on my lifestyle is being able to get information and add insight about references to dress and healthy living, add friends, support teaching and learning activities at school, and increase creativity". , such as a Muslim lifestyle." "Different from the past, a modern fun lifestyle and lots of it."

Lifestyle is a very important thing for teenagers in this modern social world. With social media Instagram, teenagers can shape their lifestyle. Teenagers can also express themselves freely in public and do things that are the current trend. And this is what makes the lifestyle of teenagers change and they shape it with their interests and interests with a lifestyle that is a place to exist for others. Teenagers are currently competing so that they can be seen to exist, want to be recognized for their existence and want to get a sense of pride about what they show to the public. By posting photos, other people will see and even comment so that teenagers feel that they are recognized and cause teenagers to show their existence and lifestyle.

All social media have negative and positive impacts, as well as Instagram social media. Instagram social media has a positive impact on teenagers, namely in the world of friendship they can have many friends from all walks of life around the world. And teenagers can get information quickly and widely. While the negative impact is that there are some teenagers who abuse the use of Instagram accounts, many teenagers post their photos excessively and seem to want to show their possessions continuously. For example, showing expensive items, showing the clothes they wear, showing the expensive and luxurious items they buy, and much more.

Instagram social media can be a place for information sources, as a place to communicate with each other. But often Instagram is only used as a place to vent and a place to show off or display an excessive lifestyle. This must be avoided so that we don't use it wrong.

4. CONCLUSION

From several teenagers in the village.Kutamandiri District. Tanjungsari Kab. Sumedang found some interesting things in the use of social media Instagram. They really don't want to be out of date or don't follow trends and always want to exist and have many friends, with social media, almost everything that teenagers want can be channeled, such as sharing photos, writing

statuses, uploading videos, or communicating with friends. . And this is what makes the lifestyle of teenagers change and they shape it with their interests and interests with a lifestyle that is a place to exist for others. Teenagers are currently competing so that they can be seen to exist, want to be recognized for their existence and want to get a sense of pride about what they show to the public. Instagram social media has a positive impact on teenagers, namely in the world of friendship they can have many friends from all walks of life around the world. And teenagers can get information quickly and widely. While the negative impact is that there are some teenagers who abuse the use of Instagram accounts, many teenagers post their photos excessively and seem to want to show their possessions continuously.

REFERENCES

- Agianto, R., Setiawati, A., & Firmansyah, R. (2020). The Influence of Instagram Social Media on Adolescent Lifestyle and Ethics. *THEMATIC-Journal of Information and Communication Technology*, 7(2), 130-139.
- Anwar, F. (2017). Social media changes and problems. *Muara Journal of Social Sciences, Humanities, and Arts*, 1(1), 137-144.
- Arianti, G. (2017). Adolescent Satisfaction with the Use of Social Media Instragram and Path. *DISCUSSION, Scientific Journal of Communication Studies*, 16(2), 180-192.
- Ayutiani, DN, & Putri, BPS (2018). The use of Instagram accounts as a medium for culinary tourism information. *PR Profession*, 3(1), 39-59.
- Irawan, E., & Yusuf, Y. (2017). Instagram as a Lifestyle for Pekanbaru City People (Instagram Community Study in Pekanbaru City) (Doctoral dissertation, Riau University).
- Mahendra, B. (2017). Social Existence of Teenagers in Instagram (A Communication Perspective). *Journal of Communication Vision*, 16(1), 151–160.
- Manampiring, RA (2015). The Role of Instagram Social Media in Social Interaction Between Students of SMA Negeri I Manado (Study in the Science Department Class of 2012). *ACTA DIURNA COMMUNICATION*, 4(4).
- Nasrallah, Rulli. (2015). *Social Media Perspective of Communication, Culture, and Sociotechnology*. Bandung: Symbiosis Rekatama Media.
- Ningsih, SW, & Putra, AA (2020). Intensity of Instagram Social Media Use with Hedonic Lifestyle on Teenagers in Pekanbaru. *Psychopolytan: Journal of Psychology*, 3(2), 113–118.
- Prihatiningsih, W. (2017). The motive for the use of social media Instagram among teenagers. *Communications*, 8(1), 51-65.
- Sakti, BC, & Yulianto, M. (2013). The Use of Instagram Social Media in the Formation of Adolescent Self-Identity. *Interaction-Online*, 6(4), 1–12.
- Saryono, As (2010). *Midwifery research methodology*. Yogyakarta: Nuha Medika
- Syahreza, MF, & Tanjung, IS (2018). Motives and Patterns of Using Instagram Social Media among Students of the Unimed Economic Education Study Program. *Journal of Interaction: Journal of Communication Studies*, 2(1), 61-84.
- Wahana, A. (2019). Application of Instagram Photo-Based Social Media as Online-Based Digital Marketing Media. *JOURNAL OF TRANSFORMATION*, 14(2).