

## OVERUSE OF AMONG YOUTH SOCIAL MEDIA INSTAGRAM

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In this era of globalization, technology is increasing advanced, it is undeniable that the presence of the internet is increasing needed in everyday life, both in socialization activities, education, etc. It is undeniable that social media has a great influence on a person's life, including teenagers. Outside teenagers try to find their identity by hanging out with their peers. This study aims to determine the influence of social media. Explain what the effects of social media are for adolescents in their development, then to find out what are the effects on adolescent behavior caused by social media today, especially in the use of Instagram. In this study, researchers used qualitative research methods because want to explore a fact,

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### 1. INTRODUCTION

This era of globalization is in the digital era, almost everyone is adequate at using gadgets and the internet to make their daily life easier. Moreover, the development of technology, especially information technology, has grown very rapidly. This is evidenced by the ease of accessing the internet to connect with many people from various parts of the world without having to meet face to face, and being able to share information on daily activities using only social media. Information in the dissemination of information to be growing developed, one of them with the emergence of new media. Most of the activities of people's lives can not be separated from the internet. Often the internet is used as a means of need for its users such as getting information, communicating and other things.

Currently, social media is one of the media that uses the internet itself. Social media is online content created using publishing technology that is very accessible and measurable (Muhamad Badri & Titi Antin, 2015). Philip Kotler and Kevin Lane Keller (2016) Social media is a medium used by consumers to share text, images, sound, and video information both with other people and companies and vice versa.. according to Varinder Taprial and Priya Kanwar (2012) Social media is media used by individuals to be social, or to be social online by sharing content, news, photos and others with others. (Ambar, 2017). Papacharissi in Kirana (2011) says that in general the term social media is used together with a number of other terms that have the same meaning, such as new media/new media, digital media/digital media, social networking sites/social networking sites, online social networks, etc. Muhamad Badri & Titi Antin, 2015).

*Instagram* Instagram is a photo and video sharing application that allows users to take photos, take videos, digital filters, and share them to various social networking services, including Instagram's own (Wikipedia free encyclopedia, 2012). Or it can also be interpreted that Instagram is a tool used by people to interact with each other by creating, sharing, and exchanging information and ideas in a virtual network and communication (MC Graw Hill Dictionary, 2017). The word "insta" comes from the word "instant", like the polaroid camera which at that time was better known as "instant photo".

*Instagram* can also display photos instantly, such as polaroid in the display. As for the word "gram" comes from the word "telegram", where the workings of the telegram itself is to send information to other people quickly. Similarly, Instagram can upload photos using the internet network, so the information you want to convey can be received quickly. That's why Instagram comes from instant-telegram (Rangga Raditya, 2015). Instagram is a social network that was born from a company called

Burn. Inc. which was founded on October 8, 2010, the company was founded by Kevin Systrom and Mike Krieger who are currently CEOs of Instagram.

One of the unique features on Instagram is cutting photos into square shapes, so they look like the results of Kodak Instamatic and Polaroid cameras. Instagram is here as a social media that offers different facilities from its predecessor social media. Can give messages or chat to other users. Not only that, now users worldwide have exceeded 8 million users. Based on Tower sensor research, Instagram is the 3rd most popular application in the second quarter of 2020 with more than one billion active users per month based on research We Are Social 2020 (Arindra Meoudia, 2020). It's no wonder that currently Instagram is a trend among teenagers who are very often used.

Adolescence is a time when humans are in their teens. Adolescence is a period of human transition from children to adults. Adolescence is a transition period from children to adults, the adolescent phase reflects the way teenagers think are still in the corridor of concrete thinking. Adolescents according to WHO in Sarwono (2011: 12) divide the age period into 2 parts, namely early adolescents 10-14 years and late adolescents 15-20 years (Tiara Devi Farisa, Sri Maryati Deliana, Rulita Hendriyani, 2013). At this time they are looking for new things and what they like. In this phase, the tendency to imitate occurs both consciously and unconsciously. Not only that, especially teenagers are very quick to adapt to modern technology such as social media.

The presence of social media seems inseparable from the lives of teenagers because nowadays almost every day, hour, minute and even seconds do not stop for status updates (Bimo Mahendra, 2017), even when eating, walking, and studying. such as family, friends, and their environment who both use social media such as Instagram, can trigger them to use the application. Talking about teenage problems can't be separated from several aspects of those who are still in their teens on average. Starting from their condition who are still unstable and want to appear to exist and want to be recognized by their environment.

With their young age, they prefer to have something to be proud of. Adolescents are currently struggling to find their own identity. In addition, the existence of social media makes it easier for them to interact and socialize. One of them is Instagram social media which can interact with other people using the internet. According to O'Brien (2021) the internet is a computer network that is growing very rapidly and provides benefits for various kinds of people. interests, ranging from education, business, to government networks that are interconnected with one another. As long as there is internet, today's teenagers can use Instagram social media continuously without stopping because they are eager to exist.

The emergence of the Instagram site, which makes it easy for users to make friends with anyone, is very popular among teenagers. Teenagers often ask for the opinion of their peers to decide something on Instagram. Teens are able to think critically in choosing what is right and what is wrong. In a broad scope of Instagram provide insight for teenagers about the information provided in the form of photos or videos for them. In addition, on the other hand, if it is used incorrectly, it could make itself cause bad things for them. In friendship, teenagers can choose which ones are good to be friends which are bad. share via photos and videos will be seen by people they become friends with.

The use of social media Instagram from year to year is increasing. Based on data, today's teenagers aged 14-21 use Instagram a lot, moreover they use it for fun and share activities they do without supervision which could trigger something negative. parents need to position themselves as child supervisors in several ways, namely the application of strict usage rules, making friends with their children on social media, quota restrictions, personal approaches and using divine elements (Mutia rahma pratiwi, Mukaromah, Wulan Herdiningsih, 2018) . Things like this are done so that they are not misguided in using social media. In this case, Instagram imposes a minimum limit of 16 years. The data obtained are still many teenagers 16 years and under who use Instagram.

## 2. METHOD

This study uses qualitative methods, qualitative detail provides space for researchers to explore descriptively about the phenomenon under study, in order to obtain a policy to take actions or attitudes. The focus in this study is to find out the excessive use of social media Instagram among teenagers.

The types and sources of data in this study were collected based on the grouping of primary and

secondary data. Primary data obtained through interviews with teenagers aged 16-24 years as well as through field observations. Secondary data is data obtained from journals and documents that have been recorded. The data collection technique used in this study is a triangulation technique. Because this study uses qualitative methods, the data collection techniques used are observation, interviews, and documentation. The interviews were conducted online involving several Instagram users, selecting informants using purposive criteria.

### 3. RESULTS AND DISCUSSION

This study was conducted to see how to identify the influence of social media use among teenagers. It is undeniable that social media has a great influence on a person's life. one of which makes it easier for him to find the item he is looking for or needed. This is in accordance with the Waralaha Cristo theory which suggests that something that is caused by something desired can be positive or negative or a strong influence that has both negative and positive consequences.

In addition to the positive effects caused by Instagram, there are also negative influences. Some people's lifestyle can be judged by just looking at the wall in their social media, including looking at someone's Instagram account, so many people feel less confident or look insecure in this regard. In addition, we also cannot justify seeing a lifestyle just from postings because a photo or video for 1 minute cannot describe a person's personality. This is connected with the theory put forward by (Chang, Jerry and Khong, 2014) that it is possible if students are exposed to pressure to look better when accessing social media such as Instagram so that an appearance orientation attitude appears.

Quoted from the page *New York Posts*. The main researcher, Martin Graff, revealed that people who like to play social media Instagram, especially women, will feel that a thin body is a criterion for a beautiful body. condition himself and not satisfied with what he has. Martin Graff says spending a lot of time playing social media and comparing himself to others, this will make his self-confidence decrease. People also tend to only post what makes him cool and does not believe in himself as he is.

Among youth social media *Instagram* very influential on mental health, because sometimes Instagram can be calming and elevating the mood and can also be stressful when you see uploads or writings that make you afraid or angry. This is in accordance with the theory put forward by Kurt Lewin (1951, in Brigham, 1991) behavior is a function of individual and environmental characteristics, these characteristics include various variables such as values, motives, personality traits, and attitudes that interact with each other in environmental factors in determining behavior.

Reported from *Tirto.id* Upload photos of holidays and personal life with *caption* or a teenager's writing on Instagram can trigger envy and comparison behavior in the user. The end is a sense of despair because he thinks that his own life is not as pleasant as the lives of people observed on Instagram. Anxiety will miss trends or issues that are widely discussed will make a teenager stressed.

If you are not wise in using Instagram, besides having an effect on mental health, Instagram also has the potential to threaten the safety of its users, such as bullying behavior that threatens physical and mental health. This is in accordance with the theory presented by (Carpenter 2016, Daini et. al, 2013, Lewis). at. Al, 2015) which explains about self-harm, the tendency to seek attention from the public is driven by feelings of loneliness and seeking sensation and attention (following friends) which mainly occurs among teenagers.

Reported from *merdeka.com* The cause of bullying in teenagers on Instagram comes from family factors. Children who grow and develop in a harmonious family, parents who are too emotional and do not pay attention to their parents for their children can lead to deviant behavior in bullying behavior in a teenager. Parents who are too busy and lack attention to children can cause imperfect thinking in adolescents. child. Adolescents who experience imperfect socialization are likely to have deviant behavior. Teenagers can become bullies including poor adaptability, lack of self-existence, low self-esteem, fulfillment of unsatisfied needs in other aspects of life. as many as 60% of teens claimed to have experienced acts of bullying and another 87% had experienced online bullying. Especially in the current state of the Covid-19 pandemic, most activities have shifted online.

However, if we are wise in using it, Instagram social media can be used as a place to channel hobbies such as beautiful writing (calligraphy, writing) which can eventually make money if the work

is sold. Or hobbies are singing, drawing, making animated videos, cooking videos and other creative videos, or uploading photos taken by cameras for those who like photography and many more hobbies uploads that we often find on Instagram. This statement is related to Mikik's theory (Miller et. Al 2016) which states that social media is not only media that has a function to communicate and socialize. Social media is also useful as a medium that can be used to channel hobbies, as a means of entertainment such as playing games or just viewing photos and videos.

#### 4. CONCLUSION

Currently, internet and mobile phone technology is increasing advanced, so social media is also growing rapidly. Teenagers today are very dependent on social media. They are so synonymous with smartphones that are almost 24 hours in hand and are very busy surfing the online world that seems to never stop. Especially now to access Instagram, for example, can be done anywhere and anytime using only a mobile phone. Seeing this, we conducted research on the use of social media, especially Instagram among teenagers. The results show that there are many positive and negative sides to teenagers. For example, Teenagers who become hyperactive on social media also often post their daily activities that seem to describe their lifestyle trying to keep up with the times, so they are considered more popular in their environment. However, what they post on social media does not always describe the actual state of their social life. When these teenagers post the side of their life that is full of fun, it is not uncommon for them to feel lonely in their lives. Humans as creative actors are able to create various things, one of which is a virtual world interaction space. There should be a role from schools or people around in dealing with problems that occur among teenagers so that they can use social media wisely. But if you use it wisely, Instagram can be used as a place to channel hobbies and even to get additional income from endorsements. And this is good for teenagers to increase pocket money and become independent. it is not uncommon for them to feel lonely in their lives. Humans as creative actors are able to create various things, one of which is a virtual world interaction space. There should be a role from schools or people around in dealing with problems that occur among teenagers so that they can use social media wisely. But if you use it wisely, Instagram can be used as a place to channel hobbies and even to get additional income from endorsements. And this is good for teenagers to increase pocket money and become independent. it is not uncommon for them to feel lonely in their lives. Humans as creative actors are able to create various things, one of which is a virtual world interaction space. There should be a role from schools or people around in dealing with problems that occur among teenagers so that they can use social media wisely. But if you use it wisely, Instagram can be used as a place to channel hobbies and even to get additional income from endorsements. And this is good for teenagers to increase pocket money and become independent. Instagram can be used as a place to channel hobbies and even to get additional income from endorsements. And this is good for teenagers to increase pocket money and become independent. Instagram can be used as a place to channel hobbies and even to get additional income from endorsements. And this is good for teenagers to increase pocket money and become independent.

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