

INFLUENCE OF INSTAGRAM ON LIFESTYLE OF STUDENTS

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Keywords	This study aims to reveal how the lifestyle of the students after carrying out activities on Instagram social media. This study uses a descriptive approach with quantitative research methods. This method provides an overview of how the influence of Instagram social media on the lifestyle of the students of. The quantitative descriptive research method instrument that the researcher uses is a questionnaire (questionnaire). This study seeks information about the impact of Instagram on student behavior, as well as how respondents respond to Instagram which is currently booming.
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The Influence, of Social Media, Instagram, Lifestyle.	
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1. INTRODUCTION

In the era of the 3rd millennium, more and more information can be obtained, because information technology has been growing. With the development of this information technology, communication media also experience development. Because the two are interconnected. Evidence of the development of communication media is the existence of social media. There are so many social media that exist in this 3rd millennium era, based on the annual digital report issued by We Are Social and Hootsuite in January 2018, there are four social media channels that are most widely used by Indonesian people, namely YouTube, Facebook, Instagram, and Twitter (Widiastuti R. N, 2018). In the past, introductions were carried out in the conventional way, namely (usually) accompanied by exchanging business cards,

Social media is liked and loved by various groups, starting from children, teenagers, to adults. No wonder it happened because, almost all of these people have a gadget or smart phone. Zahrotul (2019) reveals that the emergence of social media among teenagers makes it easier for them to get to know the outside world better, such as interacting between individuals and groups. Social media also provides people with various interesting things, including various kinds of information such as tutorials, from cooking, dressing, to dressing. Social media is a media platform that focuses on the existence of users who facilitate them in their activities and collaboration (Nasrullah 2016).

All media users can certainly be enchanted into an addiction with a variety of interesting things in it. Therefore, some of the social media users are tempted by what is presented in social media. And make this social media a trigger for lifestyle changes, especially among teenagers. Thinking rationally with the development of existing social media, do not choose satisfaction but need (Monanda Rizka, 2017). Our country in 2018 conducted a survey to the Association of Indonesian Internet Service Providers (APJII) which revealed that the most internet users were aged 15-19 years (teenagers), they said that the use of the internet was mostly used to play social media (Untari P. H , 2019). Almost all teenagers in Indonesia use this social media,

Entrance to what is published on social media among teenagers, especially our country's students, affects their lifestyle. Some people who are in the middle economic level also follow a consumptive lifestyle due to social demands (Wahidah Nurul, 2013). Lifestyle itself is an art that is cultivated by everyone. Lifestyle is the daily behavior pattern of a group of people in society. Lifestyle is closely related to the times and technology. When compared to their own experiences with social reality, individuals choose which series of actions and appearances they think are appropriate and which are not suitable to be displayed in social space (Tewal, Mewekang, Londa, 2018).

The lifestyle or lifestyle produced by social media produces a consumptive lifestyle, such as hedonism and weesternization for Indonesian teenagers. Wahidah Nurul (2013) revealed that consumptive behavior is getting used to it and gradually it starts to become a habit that makes it a lifestyle. Hedonism is a view of life which assumes that people will become happy by seeking as much

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happiness as possible and avoiding painful feelings as much as possible. This happens because the wide coverage of the technology, and the tantalizing content presented by social media makes it awkward, especially on Instagram media. It's no wonder that now when we travel, even though we go to ordinary places, seeing the teenager's style of dress is very good, from head to toe like a westerner. Of course, this reduces the identity of the nation. Social media does not have its own lifestyle principles, therefore it is better to use our own lifestyle as it is (Feri Pratama, 2015).

Of the many existing social media, one of the most frequently used social media among student youth is Instagram. Instagram itself is an application that focuses on photos, videos, comments. But over time, Instagram is often used as a means to promote things in various fields such as fashion, culinary and even lifestyle, which greatly affects a person's behavior, especially the lifestyle behavior of students of the Faculty of Communication Sciences, Universitas Islam Nusantara. Lifestyles change along with advances in technology and Instagram is an application that strongly supports lifestyle changes that are closely related to changing times and technology. Instagram is very supportive of doing all activities that affect lifestyle both on social media and in real situations.

Therefore, researchers are interested in examining the influence of social media Instagram on the lifestyle of students of the Faculty of Communication Sciences, Universitas Islam Nusantara. Because, researchers see that the lifestyle of students, which is more influenced by Instagram social media and also social media, has now become a necessity by students, no longer as entertainment or a means of communication, but more than that. So to find out how big the negative and positive impacts caused by Instagram social media, researchers are interested in conducting this research.

2. METHOD

This study uses a descriptive quantitative approach. The instruments used in this method are predetermined and well organized so that they do not provide much opportunity for flexibility, imaginative input and reflexivity. The instrument commonly used is a questionnaire (questionnaire). In most of the quantitative research carried out using statistical methods used to collect quantitative data from research studies. Researchers and statisticians use mathematical frameworks and theories related to the quantity in question. The location used in this study is precisely in the Nusantara Islamic University campus area which is located at Jalan Soekarno-Hatta No. 530 Sekejati, Buah Batu District, Bandung City, West Java. The population in this study were students of the Faculty of Communication Sciences, Universitas Islam Nusantara, totaling 30 people (each representative of class 10 of 3 classes). The sample is part of the population to be studied, namely second semester students who are considered to be able to describe the characteristics of the population, which later the results of this study are in the form of statistics.

3. RESEARCH RESULTS AND DISCUSSION

a. A. Research Implementation Process

Before the researcher conducts the research, the researcher makes preparations in advance so that the obstacles that will occur when conducting the research can be minimized.

1. The first stage that the researcher does in this preparation is to identify the problem that the researcher will examine by formulating the problem to be studied and determining the objectives to be achieved from the research that the researcher will do. After that, the researcher determines the themes, variables and research hypotheses because the research that the researcher will do uses descriptive quantitative methods, namely by searching, studying and understanding theories that are in accordance with the research that the researchers will do to make them more relevant and to be used as references from books, journals or other sources. on line.

2. The second stage that the researchers did was to look for research targets that were appropriate and matched with the research to be studied, the researchers also determined the place of research to be carried out and the scope of this research, namely on the Nusantara Islamic University campus and the research targets were 2nd semester students of the Faculty of Communication Studies.

3. The third stage that the researcher did was to develop a research design that aims to compile the data so that it can be trusted and valid. Researchers also perform data processing and describe it.

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The results of the research will be the basis for testing the truth of the research that the researcher is doing.

This research was conducted from June 29, 2021 to June 04, 2021. The subjects who will be respondents are subjects that are in accordance with the characteristics of the research subjects determined by the researcher. In conducting this research, the researcher used a questionnaire method that was given to the respondents to be filled in and analyzed by the researcher.

b. Description of Research Results

From the questionnaire distributed, respondents are expected to choose one of 3 options, namely Yes, Sometimes, and No and each respondent is required to fill out each statement. The following are the results of research conducted by researchers to find out how Instagram social media can affect the lifestyle of students of the Faculty of Communication Sciences, Universitas Islam Nusantara. Based on the results of data analysis, the respondents' propyl obtained are:

Table 1.
Gender

No.	Gender	Amount	%
1.	Woman	16	72%
2.	Man	6	28%
	Total	22	100%

Table 2
Processed Data

No	Statement	Y	K	T
1	Students who have Instagram social media	22		
2	Students who often use Instagram social media	11	11	
3	Instagram affects student lifestyle	7	10	5
4	Instagram social media is a student reference for the lifestyle they live	5	11	6
5	Instagram has a huge role in influencing student lifestyles more than any other social media	4	8	10
6	Students are more confident when following the trending style of dress on Instagram social media	2	12	8
7	The clothes currently worn by students are clothes presented by Instagram	1	6	16
8	Students buy goods as a result of being influenced by the lifestyle and style of dress that is on Instagram social media	2	10	10
9	Students upload their daily lifestyle on Instagram	2	8	13
10	Students feel proud because their lifestyle and dress style is in accordance with what is on Instagram social media	2	5	15
11	Students know most of the trending lifestyles from Instagram	6	10	6
12	Students learn about other people's lifestyles from Instagram	6	14	2

After analyzing the results of the study, the researchers concluded that of the 22 respondents in this study, 100% of students used Instagram social media. In its influence from the results of the study, Instagram social media can have an influence on student lifestyles, both in fashion and in other items they encounter while using Instagram social media. This proves the need for ways to overcome the

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insurmountable nature of wanting to follow the lifestyle on Instagram social media. In the results of the research above, we also draw the conclusion that someone who has used social media, especially Instagram, can't help but,

The respondents themselves answered that they were mostly influenced by the lifestyle that Instagram served because the lifestyle presented by Instagram attracted the attention of many people and is now being used as a trend, besides that some of them say they are more confident when wearing clothes that match the Instagram media and serve them. also from instagram they get references for dress and other lifestyles. So, it's no wonder that Instagram media has a huge influence on society and students, especially in terms of dress and daily lifestyle.

4. CONCLUSION

Social media is a result of technology in this millennial era which provides a lot of insight to people around the world. With social media we can know various things without exception. However, social media can also have a bad influence if used improperly and misused. Apart from that all of us as Instagram media users must be able to use social media as wisely as possible to minimize the negative impacts caused by Instagram social media. The enormous influence of Instagram media makes us as users required to always follow the lifestyle displayed by the media. This influence for today is very difficult to avoid because it has become a part of our lives. We can feel a very big influence in terms of dress and also in terms of our daily lifestyle. This happens because of the attractiveness that is presented and the fashion of clothing models that are more contemporary, comfortable and also simple to use in daily lifestyles.

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