

USING INSTAGRAM SOCIAL MEDIA AS A MEDIA OF INTERACTION IN SHAPEING THE TEENAGE'S LIFESTYLE

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Keywords	This study was conducted to determine the use of social media Instagram 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.
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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 directly 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 fast 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 social interaction between two or more people that is two-way. 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 a medium that provides 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

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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. Some have turned into someone who is more creative, looks attractive, there is also someone who always shows off the things he has, 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) Teenagers nowadays spend a lot of time playing games and checking their Instagram accounts, such as looking at the latest fashion, current 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, asking for opinions, growing self-image, hobbies and to add friends (Mahendra, 2017).

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 & Putra, 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 use social media as their lifestyle, and always upload 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. These 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.

Based on this, the authors are interested in conducting research on how teenagers use Instagram as a medium to interact.

2. 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 object of the research that the researcher focused on was in Kutamandiri Village, Tanjungsari District, Sumedang Regency. The subjects in the study were teenagers who actively used Instagram social media with a productive age 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 that will 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.

In this study, there are 2 sources of data used, namely: primary data and secondary data. Primary data in this study is data from interviews conducted with adolescents in Kutamandiri Village, Tanjungsari District, Sumedang Regency. As for secondary data, the researcher uses literature, articles, journals and internet sites.

The data analysis in this study was carried out in a descriptive qualitative way, namely by making a description or description of the phenomena found in the field. 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 DISCUSSION

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 this Instagram social media account. 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, increase knowledge, and much more that informants can get with the features available on Instagram social media. From each interview conducted by the researcher to 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. The following are excerpts from some of the reasons why informants decided to use Instagram. "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. The impact that arises from the use of Instagram social media is the existence of an excessive sharing culture in cyberspace (Nasrullah, 2015: xii). 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, I often made stories, photos using Instagram filters, which I had 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, you become more creative, and keep up with the times, and useful people, Become more mature, can distinguish between bad and not.” (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. They take advantage of this 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". According to (Sakti & Yulianto, 2018), Instagram social media can also be used wisely, and in accordance with cultural norms that exist in Indonesia. Teenagers can dig deeper into their potential, and look for various kinds of information on Instagram to increase their knowledge and broaden their horizons in a positive way.

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. Here are some excerpts from interviews regarding the informants' daily time in using Instagram social media:

"The daily life is not certain, but I use Instagram almost all the time too."

"at least for a while not too often can be up to 1 or 2 hours a day"

"Almost every time, every day definitely use 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 in using it, some also use this Instagram all day. This is because the virtual world community is formed due to the internet network that connects one computer to another and between one gadget and another (Tamburaka, 2013). Humans can now exchange information in a virtual world that is not limited by space and time.

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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 there are many teenagers who want to show or exist by posting photos, and showing their daily lives.

Based on the results of interviews with several informants regarding the use of social media as a medium of interaction in shaping the lifestyle of teenagers.

"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, even culinary greatly affect daily life."

"The influence can keep up with the times, so I live more modern, the use of Instagram on my lifestyle is to be 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".

"The influence is very good, like a Muslim lifestyle."

"Different from before, , Modern fun lifestyle and lots of it."

Lifestyle is a very important thing for teenagers in this modern social world. With 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 teenagers' lifestyles change and they shape it with their interests and interests with lifestyles that become 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 they are recognized and cause teenagers to show their existence and lifestyle. The influence of Instagram on teenagers' lifestyles can be seen from the number of photo and video posts that follow the current trending style. They tend to imitate and have a very high interest and curiosity about something they find interesting, this is because they are still unstable in thinking and acting (Rifqi, et al., 2020).

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. Some excerpts from interviews regarding the positive and negative impacts of using Instagram.

"By using Instagram I can get information and broaden my horizons, the negative impact is that sometimes I like to lose track of time when I play Instagram."

"I can get more friends on Instagram, can see new things like fashion, food, etc., but there is a negative impact after using Instagram, my life becomes often imitating other people, if other people use something new or something new. which is expensive, I always want to buy it, then force my parents to buy it."

"By using Instagram, my life becomes more creative because Instagram has many interesting features so I can beautify my photos and post my daily life on Instagram, the negative impact is that I am not disciplined in terms of time because I play social media more often than study."

That one of the social media that is being widely used by gadget users today is

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Instagram. The internet, social media and social networks have indeed brought changes to the world, but still, apart from the positive impacts, there must be negative impacts, especially in terms of association (Mahendra, 2017).

4. CONCLUSION

From several teenagers in the village. In Kutamandiri, Tanjungsari District, Sumedang Regency, several interesting things were found in the use of Instagram social media. They really don't want to be out of date or not following trends and always want to appear 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. her friend. And this is what makes teenagers' lifestyles change and they shape it with their interests and interests with lifestyles that become 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.

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