

THE INFLUENCE OF INSTAGRAM SOCIAL MEDIA USE IN KAMPUNG KANDAGA COMMUNITY

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Abstract. Social media is a term that describes a variety of technologies that are used to through bind webpeople -based into message collaboration, content. Path occupies the exchange information, fourth position and interact with the dominance of users ranging in age from 20 to 25 years. We will conduct research in the form of a survey. The survey is a quantitative basic form". The object of this research is "The Influence of Instagram Social Media Use in the Kandaga Village community". Researchers conducted a survey on the influence of Instagram social media use in the Kandaga village community. Our group used a survey with questionnaire research which was used to collect research data with questions in it. and the statements answered by respondents. In addition, other words of influence are a state of reciprocity, or a causal relationship between what affects and what is influenced. The Internet significantly affects the way people live by changing because of its technology. We got 12 informants who used Instagram among teenagers and we asked some questions regarding the influence of Instagram media. There are 80% of them prefer to interact with friends face to face or directly and 70% of them get information and insight from the Instagram media.

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1. INTRODUCTION

According to Michael Cross, (2013) Social media is a term that describes a variety of technologies used to bind people into collaboration, exchange information, and interact through web-based message content. Because the internet is always developing, the various technologies and features available to users are always changing. This makes social media more hypernym than a specific reference to various uses or designs,


According to The ABC, (2011) Social media encloses digital devices that enable communication and sharing activities across networks. Social media is used productively by all spheres of society, business, politics, media, advertising, police, and emergency services. Social media has become the key to provoking thought, dialogue and action around social issues.

The development of technology in this modern era is not surprising. One of the developments is a device that has existed since World War II until now (indoworx, 2018). The positive impact of the development of information technology has made communication between humans no longer limited by time and expensive costs.

Each social media platform has almost the same function but has its own advantages. According to Iswah, (2011) explaining that social media is generally used by internet users (internet users) as a means of establishing communication with other users in the form of postings or sharing content shared by social media account owners. The content can be in the form of videos, photos, e-books, and more. There are various types of content shared by social media users. There is content that contains personal content or personal matter such as sharing photos of their wedding, relatives' birthdays or graduation ceremonies such as graduation.

Educational content is also no less. The use of social media for some internet users is watching videos, re-sharing other people's posts, placing selfies, according to Social Memos (2016) conducted a study at the end of 2016 regarding what social media were most widely used by Indonesian people in 2016. Facebook was ranked first and recorded as many as 11,658,760 users with an age range of 16 years to 35 years. Instagram is ranked second by being dominated by users with a range of 16 to 25

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years. Twitter is ranked third because every day internet users in Indonesia post 2.4% tweets and 10.6 million tweets per day worldwide. Path occupies the fourth position with the dominance of users ranging in age from 20 to 25 years.

According to Ptımack, (2017) social media ownership is not limited to the upper middle class who have internet access and supporting devices, nor is it limited to age, gender, and ethnicity. Most people in the digital age have at least one or two social media.

According to M Nisrina, (2015:137) Instagram is an application that is used to share photos and videos. Instagram itself is still part of Facebook which allows Facebook friends to follow us on Instagram social media accounts. The increasing popularity of Instagram as an application used to share photos has resulted in many users entering the business sector such as business social accounts that also promote their products through Instagram.

Instagram is a form of social networking media that can be used as a direct marketing medium, through Instagram products or services can be offered by uploading photos or short videos, so that potential consumers can see the types of goods or services offered.

Modern society today is almost impossible to be exposed to the media. Whether we realize it or not, the media with all its content is present to be a part of human life. Along with the times, the presence of the media is increasingly diverse and growing. Initially, communication in the media went only in one direction, in the sense that media connoisseurs could only enjoy the content presented by media sources. However, along with the times, ordinary people as media connoisseurs can no longer only enjoy content from the media that are exposed to them, but can participate in filling out the content in the media. The emergence and development of the internet brought a new way of communicating in society. Social media exists and changes the paradigm of communication in today's society. Communication is not limited by distance, time, space. It can happen anywhere, anytime, without having to meet face to face.

According to Baidu, (2014) the information society is identified by the amount of media consumed. This is evidenced by the rapid flow of information around them. In addition, now information is not only produced by certain media institutions, but all members of society have the same opportunity to produce and publish information. Given the development of information and communication technology that continues to innovate, making it easier for users to do so. Thanks to new technologies such as the internet, all human needs can be met. Starting from the need to socialize, access information to the fulfillment of entertainment. Now, its presence is more used as social media by the community.


Researchers will research in the area of kp. Kandaga Village. Sukasari District. Pameungpeuk Kab. Bandung, because in this area the influence of social media is very much felt, what else in this era, all of which are not allowed to go out unless there is something very important so that social media increases among the people. Everything is difficult to carry out normal activities such as school, work, and other activities. Because everything is at home, all these activities are replaced with work at home or work for home using social media, even schools are replaced with online schools with the help of social media.

In the Kp area. Even Kandaga, most of the people go out of their homes to work and go to school because of a pandemic like this, all of these things have been reduced and replaced entirely online and we really want to further examine the influence of social media which is currently often used by the people of. this Kandaga. It's so versatile at home, many people use media which greatly affects their survival, they work using Instagram's social media because it's very easy there to do work such as selling products because of the wide media network there are even children who go to school to do their work through Instagram media such as making videos. and shared via Instagram social media to do their job. Instagram is also easy to access by anyone who wants to use the community. Kandaga also uses Instagram media to do things that can make his survival even though many elderly people have difficulty using Instagram, but his children who usually use Instagram media help elderly people to be able to carry out their activities for their survival.

2. METHOD

We will conduct research in the form of a survey. Survey research is a form of activity that has

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become a habit among people, and many have experience with this research as a separate form or another. Survey research was developed as a form of a positivist approach to the social sciences. As Robert Groves, a leading surveyor, says, “surveys produce information that is statistically natural in nature”. Survey is the basic form of quantitative. Survey research asks several respondents about their beliefs, opinions, characteristics, and behaviors that have occurred or are currently occurring, Robert M. Groves, *Survey Methodology* (2010). The survey provides questions for research about self-reported beliefs or attitudes or behavior. The object of this research is "The Influence of Instagram Social Media Users in Kandaga Village Community". Researchers conducted a survey on the effect of using Instagram social media in the Kandaga village community. Kandaga Village is a village located in Sukasari Village, Bandung City which we also use as the subject of our research. The influence of using Instagram social media in the Kandaga village community is something that is caused by something that is done, it can be positive or negative or it can be a strong influence Bringing positive and negative consequences. The positive effect of using Instagram social media in Kandaga Village is that it makes it easier for users to get the latest information, such as information about entertainment, common sense, the latest lifestyle, the latest information and the latest news.

3. RESULTS AND DISCUSSION

Our group used a survey with a questionnaire research that was used to collect research data by containing questions and statements answered by respondents. As explained by Suharsimi, Arikunto (1998) "Polling method is a method of collecting data by filling out a list of questions so that data can be known from knowledge, attitudes and opinions".

The overall results of the influence of the use of Instagram social media in the Kandaga village community from 12 informants are as follows:

Table 1. Results Of The Influence Of The Use Of Instagram Social Media In The Kandaga Village Community

Percent	Information
100%	instagram users
83%	Have you used Instagram wisely or well?
94%	There are changes after using Instagram
60%	After using Instagram often want to imitate other people and practice it (as long as it's positive or good)
80%	It's better to socialize with that friend face to face than using Instagram
70%	The advantage gained from Instagram is knowing information and adding insight
85%	The solution to being wise in social media using Instagram is to think before speaking or commenting, reflecting before acting, reviewing before judging and sharing positive things.

This research is focused on the Kandaga area because the majority of teenagers are Instagram social media users, so our research focuses on whether teenagers in the Kandaga area have understood the influence of social media. We have obtained informants as many as 12 teenagers aged 20 to 25 years in the Kandaga area, we asked several questions about the use of social media Instagram.

The presentation of the informant was asked the question Are you an Instagram media user? and we get results 100% of the 12 informants are Instagram social media users, from these results it can be stated that teenagers in the Kandaga area are Instagram social media users. The next question that was given to some informants is Have you used it wisely or well? we get the results that 83% have used Instagram wisely or well and 17% of the 12 informants have not used it wisely or well. From the results of the presentation, it can be stated that teenagers in the Kandaga area do not fully or not all use Instagram properly or wisely because some of the informants access social media just to follow trends or styles in the present.

Next question Are there any changes that you feel after using Instagram? the results we got there

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were 94% of the informants felt a change after using Instagram and 6% did not feel a change after using Instagram. at all because it is easier for them to get information from social media and interact through social media and the rest do not feel the change because they are more comfortable interacting face to face without media and only accessing as necessary.

Next question After using Instagram, do you often want to imitate other people and practice it? from these questions we get 60% of the 12 informants imitate others from Instagram media and 40% do not imitate others on social media, from these results it can be concluded that 60% of informants follow other people on social media and follow a different lifestyle. popular on social media and the remaining 40% do not follow the styles that are popular in the media and do not imitate what other people do.

Next question Do you think it's better to use Instagram to socialize with friends or face to face? From these questions, we get 80% choosing face-to-face and the remaining 20% choosing to socialize through the media, it can be concluded that teenagers choose to meet face-to-face and socialize with friends and relatives the rest choose to interact through the media because in this pandemic era, interacting is difficult even Meeting friends or relatives who are far away is a bit difficult, so when there is no pandemic like this, teenagers in the Kandaga area choose to meet face-to-face.

Next question What do you get from Instagram or the benefits for you? from these questions we get 70% have benefited from social media instagram and 30% have not benefited from the presentation more teenagers who have benefited from social media instagram such as information, insight, and can chat with friends or friends who are far away and the rest have not benefited because they use Instagram just to fill their spare time.

The next question, in your personal opinion, is the solution to being wise in social media, especially Instagram? from this last question, we got 85% of the 12 informants providing good solutions such as not using social media to negative things, thinking before acting, posting things that are useful for many people, and not spreading fake news or hoaxes. And the remaining 15% only provide solutions that can be said to be flat, such as if you like it, copy it, if you don't like it, don't take it or throw it far away. It can be concluded that teenagers in the Kandaga area provide information or solutions that are quite good for people who have not used social media properly or wisely.

Influence according to the Big Indonesian Dictionary (KBBI) is a power that exists and arises from something (people, things) that help shape a person's character, beliefs or actions. From the above understanding it has been stated previously that influence is something that can shape or change something else. In this day and age, the things that affect human life are the needs of life itself. It is evident from how we as humans essentially hold and control the future but instead we are controlled by the future. In addition, another word for influence is a condition where there is a reciprocal relationship, or a causal relationship between what affects and what is influenced. These two things are to be connected and look for if there is anything that connects them. On the other hand, influence is a force that can trigger something, make something change. So if one of the so-called influences changes, then there will be consequences (CAHYONO, 2016).

Social media or New media is a medium that offers digitization, convergence, interactivity, and development of networks related to message creation and message delivery. Its ability to offer interactivity allows users of new media to have a choice of what information is consumed, while controlling the output of information generated and making the choices they want. (Watie, 2011)

The internet and culture in Indonesia have consequences which can take years to fully implement. The Internet significantly affects the way people live by changing because of its technology. For example, individuals have changed their topics and modes of communication, their frequency, and habits as a result of the availability and accessibility of online communication tools. The development of information and communication technology and the widespread effects of globalization are changing the way a society lives, interacts, learns, and redefines the idea of cultural identity. The concepts of space, time, and distance lose their conventional meaning. Unfortunately, this benefit can also be viewed as a drawback where there is a globalization of culture and a global movement of cultural processes taking place (Muchammad Bayu Tejo Sampurno, 2020)

As in Ramadhani (2013) the positive impact of social media is;

- 1) Facilitate learning activities, because it can be used as a means to discuss with schoolmates about assignments (looking for information)
- 2) Find and add friends or reunite with old friends. Whether it's friends at school, in the play environment or friends who meet through other social networks;
- 3) Eliminating student fatigue, it can be a stress reliever after a day of struggling with lessons at school. For example: commenting on other people's statuses that are sometimes funny and tickling, playing games, and so on.

In addition to the positive impact, social media also has a negative impact on children's education. The negative impacts caused by social media are:

- 1) Reduced study time, due to the preoccupation with using social media such as taking too long when facebooking and this will reduce the allotment of study time;
- 2) Disturbing the concentration of learning at school, when students are getting bored with the teacher's way of learning, they will access social media at will;
- 3) Damaging students' morale, because of the unstable nature of teenagers, they can access or view other people's pornographic images easily;
- 4) Spending pocket money, to access the internet and to open Facebook clearly has an effect on financial conditions (especially if access is from an internet cafe) as well as accessing Facebook from a cellphone;
- 5) interfere with health, too much staring at the screen of a cellphone or computer or laptop can interfere with eye health.

4. CONCLUSION

We researched in the Kandaga area and looked for some informants who used the Instagram media. We got 12 informants who used Instagram among teenagers and we asked some questions regarding the influence of Instagram media. Of the 12 informants we interviewed, 100% of them used Instagram and 83% of all informants used Instagram wisely. 94% of the informants have felt a change after using Instagram and 60% of them imitate what is on Instagram but in a good or positive way. There are 80% of them prefer to interact with friends face to face or directly and 70% of them get information and insight from the Instagram media. 85% of them have received lessons from Instagram such as don't just comment, share the knowledge they get from Instagram so they can share good things, and don't judge people on social media. From all that we got, teenagers in the Kandaga area have been influenced by Instagram social media in positive ways such as getting information and insight, behaving well even through the media. Even in the current pandemic, they interact through the media even though they are more comfortable meeting face to face. Although they have not yet fully acted wisely using social media networks, but they already know what is bad and good on social media, in other words, the influence of Instagram social media is felt but they use it wisely. From all that we got, teenagers in the Kandaga area have been influenced by Instagram social media in positive ways such as getting information and insight, behaving well even through the media. Even in the current pandemic, they interact through the media even though they are more comfortable meeting face to face. Although they have not yet fully acted wisely using social media networks, but they already know what is bad and good on social media, in other words, the influence of Instagram social media is felt but they use it wisely. From all that we got, teenagers in the Kandaga area have been influenced by Instagram social media in positive ways such as getting information and insight, behaving well even through the media. Even in the current pandemic, they interact through the media even though they are more comfortable meeting face to face. Although they have not yet fully acted wisely using social media networks, but they already know what is bad and good on social media, in other words, the influence of Instagram social media is felt but they use it wisely. Even in the current pandemic, they interact through the media even though they are more comfortable meeting face to face. Although they have not yet fully acted wisely using social media networks, but they already know what is bad and good on social media, in other words, the influence of Instagram social media is felt but they use it wisely. Even in the current pandemic, they interact through the media even though they are more comfortable meeting face to face.

Although they have not yet fully acted wisely using social media networks, but they already know what is bad and good on social media, in other words, the influence of Instagram social media is felt but they use it wisely.

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