Social and Cultural Change due to Social Media
Instagram for Students

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ABSTRACT

This study aims to find out how socio-cultural changes occur in students due to the use of Instagram. This study used a qualitative research type using a descriptive approach by taking as many as 25 informants who were selected using a purposive sampling technique. Research data were collected by means of observation, interviews, and documentation. Data analysis techniques include word redaction, data presentation, and drawing conclusions. The results of the study show that the culture of communicating via Instagram has another impact on students in Makassar City. A very visible impact is the use of Instagram by female students, with a duration of 3 hours and some even up to 24 hours a day. This can indirectly change the pattern of social interaction among fellow students in communicating.

Keywords: Social-cultural, Instagram, media social.

INTRODUCTION

The development of the world of information technology who is so quick to give extraordinary benefits for the progress of civilization mankind. Advances in information technology and communication that we have achieved now actually been recognized and felt provide many conveniences and convenience for human life. Social media is one type of media popular and distinctive mass. The uniqueness of online media lies in the necessity of having an information technology network using computer devices (including smartphones) to access information/news. The development of the internet has also sparked the emergence of new types of social media, including Instagram. Of the several applications owned by Facebook Inc., Instagram was able to beat some of these applications and was in second place after the WhatsApp application (Aditia, 2020).

Instagram is a social media application that is in great demand by people in various countries. This application is very popular in Indonesia, especially among teenagers.
Source: We are social  
Eight countries with the biggest Instagram users in the world (April 2022)

According to statistical data, Indonesia is the country with the fourth largest number of Instagram users in the world. The number of users reached 99.9 million in April 2022, one place below Brazil which has 122.5 million users. Starting from teenagers, adults, even small children really like this application because of its easy access to entertainment and information. But in addition to facilitating human life, especially for communicating, the use of Instagram is more widely used to show excessive self-existence (Triananda et al., 2021). Sometimes, there are no boundaries between real life and virtual life. It also affects the lifestyle of teenagers. Currently, Instagram has become a factor in changing the lifestyle of college students.

This lifestyle change is not always positive because some users are affected in a negative direction. Until now the most influential factor on social media is in the form of posts that become a benchmark for users to show their lifestyle, starting in terms of appearance or other activities that support student lifestyles. The formulation of the problem is how much influence the use of social media has on the lifestyle of adolescents. According to David Chaney in (Hawari, 2019), lifestyle is a pattern of action in distinguishing one from another. Lifestyle is a form of collective identity that develops over time. It is undeniable, today's lifestyle has become part of everyday social life in the modern world. Lifestyles function in interaction in ways that modern society may not understand. The problem is how much influence the use of social media has on the lifestyle of teenagers. According to David Chaney, lifestyle is a pattern of action in distinguishing one from another. Lifestyle is a form of collective identity that develops over time. It is undeniable, today's lifestyle has become part of everyday social life in the modern world. Lifestyles function in interaction in ways that modern society may not understand.

METHOD

This study uses a qualitative method with a descriptive approach so that it can describe an existing fact, by way of interviews with informants who are used as research subjects. The informants for this study were sociology education students class of 2021, Faculty of Social Sciences and Law, Universitas Negeri Makassar. This study aims to find out what are the factors that cause underage marriage and the impact of underage marriage on the impact of using Instagram social media on student lifestyles. Data collection procedures used were observation, interviews and documentation. In analyzing the data, the researcher used descriptive analysis with three stages, namely data reduction, data presentation and conclusion (Fadillah, 2019).
RESULT AND DISCUSSION

Instagram Culture Up to 24 Hours of Use

This study stated that of the 25 students who were interviewed in depth, 25 people admitted to spending 12-24 hours a day surfing the internet and using Instagram to communicate. Sometimes they tend to experience psychological pressure, the result of often seeing friends or people who are always traveling or having fun. Several female students admitted that this made them feel left out because other people seemed to be enjoying life (Rakhmat, 2021). As a result of using Instagram too often, sometimes it makes them feel that they are always comparing themselves and trying to be like what they see on social media. Instagram can also set unrealistic expectations and create feelings of inadequacy and inferiority. That certainly could explain Instagram getting the worst scores in terms of body image and anxiety. One student said, "Instagram easily makes someone, especially women, feel their bodies are less than ideal, so many people edit their photos to make them look perfect." It can be interpreted that the more often female students open Instagram, the greater their feelings of depression and anxiety about what they see in cyberspace.

Instagram Expands Communication Relationships In Virtual World Without Borders

Basically, the basic character of social media is the formation of networks between users. This network not only expands friendships or followers on the internet, but also must be built with interaction between these users. In simple terms, interactions that occur on social media are at least in the form of mutual comments or giving signs, such as the love n like sign on Instagram. Several female students mentioned that every time they upload a video to Instastory Instagram, they get a lot of comments. This of course makes them as account owners feel very happy and proud of themselves. (Salaudin & Fiksi, 2021) Instagram also helps a lot in finding whatever they want. Students can communicate for hours, even fall asleep with their eyes closed, sometimes they don't even have time to show themselves through text, voice and even video, without worrying that their data packets are running out of quota, and like other things, among all the benefits that exist, often some people forget that the convenience and freedom that exists in cyberspace is not free without limits, but is still limited by the rights of others to be respected and respected. With the expanding reach of Instagram, which is a social media that involves more and more people in it, more and more bad things happen to female students. Students try to take advantage of this situation to find their identity as well that by using Instagram for everyone not only to get pleasure, but also to make themselves need to get support that at least Instagram opens their eyes to see the wider world. Their life. Start by getting lots of friends that are not limited by space and time, as well as a place to forget your emotions and show off yourself with all the strengths and weaknesses that you have that you can post as you like without feeling guilty to yourself.

Social and Cultural Change due to Instagram Media.
Every human being always experiences changes that at least affect social values, patterns of behavior in life. New technology and media have a negative impact on female students in the city of Padang. Several informants stated that Instagram has covered them in all aspects of their lives, from waking up to falling asleep and waking up again. Some also mentioned that another impact for them in using Instagram was the emergence of a culture of sharing and excessive self-disclosure in cyberspace. This culture emerged because of the presence of Instagram which allows its users to upload anything (Efendi et al., 2023).

Roger Fiddler in (Aidin et al., 2021) explains that the presence of social networks in new mass media is one result of the emergence of the strong influence of technological and internet developments in human life. Human life undergoes a transformation from real life to virtual life. The relationships built between people are driven by technology. Not only that, various innovations also tend to be sociological in nature. This means that existing technology provides space for the future of mankind, and this technology is deliberately presented in every corner of human activity. Instagram in its development allows each of its users to try to represent themselves with the patterns of interaction they create which are always different from one another to share, communicate with other users, and form social bonds virtually. Indirectly, Hanners' prediction in Ecumene Culture Theory (2019) is able to explain the meaning of this research, that interacting and communicating in the world of social networks can make a person make his own judgment about himself, and can carry out ongoing cultural exchanges. in his life. In fact, everyone is free to use Instagram to choose their own modern culture across distance, space and time by using communication technology without having to be bound by space and time in its use.

According to Verbena (Purbasari & Suharno, 2019), social changes in the use of Instagram have an impact on female students, because female students are part of society and have two major meanings. First, female students are part of society as a reality that can appear by itself. Second, female students as part of society arise because of the reality that was formed in advance due to interaction and communication between individuals in social networks. In this study female students use Instagram an average of 12-24 hours every day. This of course means that female students' social media is a medium that they deliberately create not only to communicate but to build an existence through habits that make other people interested. to view their social networks. (Wahyudi & Sukmasari, 2018) emphasized that social media is something unique, because social media allows users to articulate and make others see what appears on their social networks.

For students, Instagram has become a very popular media. Moreover, this global cultural product is able to change female students with their habits that always tend to "slang" in order to be different from the others in order to get lots of followers on their accounts. Not only that, every upload that appears must be made interesting, starting from wherever and whenever they take pictures and then upload them on their Instagram account. culinary photos, as well as public places that have charm and appeal. In her research on
Instagram, (Astuti & RpS, 2018) stated that Instagram offers various advantages that make someone's Instagram account skyrocket. This situation is actually supported by the existence of a social system that Instagram brings to its users. One example is following another user's account, or having Instagram followers, which will have an impact on the emergence of the social system earlier, because everyone will automatically communicate with each other among the Instagram users themselves and can be intertwined by providing responses and comments based on what is made. On the wall, their Instagram. (Herdiana, 2020) also stated that when a person begins to feel that social media is something meaningful in his life, then that is where media reality occurs, which starts from the results of a simulation process, is represented and then the media makes it a separate reality, which is sometimes shown, different or even opposite.

In this study, the process of social change for female students starts with the behavior that appears described through the stages of the process, initially they get to know Instagram social media from the people around them, namely family and playmates (Mesra et al., 2022). The environment with playmates is no less important in spreading the trend of playing Instagram so that the informants as adults influence each other. After knowing and getting used to surfing on Instagram social media, the informants are used to getting all the information presented by Instagram social media including whatever they want related to lifestyle. From friendships on these social networks they begin to find people or Instagram accounts that they admire or like. Usually because there is a compatibility factor between the accounts they see and themselves. In the next stage, the habit of continuing to use Instagram makes the informant enter the remembering stage. Who are the people who are always familiar with them and always look at their accounts, and make them strive to continue to expand communication relations in this world of unlimited power as a real world and continue to cultivate a culture for themselves.

The existence of the current Instagram is ultimately able to change a person's behavior in his life. (Roem & Sarmiati, 2019) research on behavioral phenomena raised by teenagers at SMAN 1 Makassar City, regarding Instagram social media related to the world of fashion in young Instagram social media users, gave rise to a behavior called "Mimetik". This means that the use of Instagram starts from the basic behavior of teenagers who experience changes after getting to know the world of fashion from Instagram social media. The process of mimetic behavior in adolescents who use Instagram social media, especially in SMA Negeri 1 Makassar is strongly influenced by the family and friends environment. Before imitating from social media, they will first pay attention then be influenced by the people around them who first use the social media. Habits that lead to social change ultimately lead to communication patterns built through a cultural approach. (Hasan et al., 2019) in the results of his research published in the Jantro Journal, communication patterns in a person arise because of the awareness that someone has that he does in various ways that that person has.

Soerjono and Soekanto in (Roem & Sarmiati, 2019) state that social change in
society occurs because it is caused by the community itself and is influenced by outside the community itself. The use of social media can have positive and negative impacts. If it has a negative impact it tends to bring social change in society that eliminates values or norms in society. With the presence of social media as a new technology, of course, the way of human life will also change. Some of these changes are humans becoming more effective and efficient in obtaining information without being hindered by time, place and costs that are not too expensive. Changes in social relations or as changes in the balance (equilibrium) of social relations and all forms of these changes include changes in values, attitudes and patterns of community behavior (Rafiq, 2020). It can be interpreted that the use of Instagram social media for female students in this study brought social change for them. This can be seen from the habits that eventually become entrenched due to their inability to separate themselves from gadgets and social media. A series of activities they do on Instagram, usually seen when they post on their Instagram account. What they do is actually not just fun, but a competition to be the best. These female students are competing to be the most "accepting the hallmark" of the many competitors or friends by becoming so they can exist on Instagram. What these female students are doing is a product of global culture in an effort to make themselves better known in cyberspace even though in the real world it is very different from what is expected.

CONCLUSION

The culture of communicating via Instagram has another impact on female students in the city of Padang. A very visible impact is the use of Instagram by female students, with a duration of 3 hours and some even up to 24 hours a day. This indirectly can change the pattern of social interaction between them in communicating. Even though female students who are active on social media are not necessarily active in the real world, female students still rely on Instagram as social media, a powerful communication tool to support their existence and self-confidence. The phenomenon of chats, video calls, comments, status updates which are always inherent in the daily life of students in Makassar City seems to be something very important.

The use of social media tends to lead to self-isolation, thus spending time in cyberspace. As a result of excessive use of Instagram media, someone will be exposed to social media, they will have the determination and heart to continue using Instagram, because for them Instagram social media allows anyone to upload anything that makes their heart move. In the end, the use of Instagram among female students becomes a culture that ultimately gives them unlimited freedom between private and public spaces. In this case, the consequence of Instagram means that the use of social media must be ready to change, starting from the lifestyle and the relationship between users and technology.
REFERENCE


