

Konformitas pada pengguna instagram = Conformity on instagram users

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Abstrak

ABSTRAK
Makalah ini akan membahas konformitas pada pengguna tanda pagar #vscocam di Instagram. Tujuan penelitian ini adalah mengetahui pembentukan norma dan tekanan kelompok yang akhirnya melahirkan konformitas pada pengguna tagar #vscocam di Instagram. Dalam penelitian ini, penulis menggunakan studi kualitatif dengan menggunakan teknik wawancara dan observasi terhadap sejumlah akun Instagram. Hasil penelitian ini menunjukkan bahwa terdapat beberapa penyesuaian terhadap pembentukan norma pada mayoritas pengguna tagar #vscocam, antara lain memberikan like pada konten foto yang dianggap menarik, serta tidak mengunggah foto dan memberikan komentar yang dapat menyinggung pihak tertentu. Sementara itu, tekanan dalam kelompok terjadi ketika ada informan (pemilik akun Instagram) menyajikan foto yang tidak kalah menarik dengan foto pengguna tagar #vscocam lainnya.

ABSTRACT
This paper will discuss the conformity to #vscocam hashtag user on Instagram. The purpose of this study is to determine the norm formation and group pressure that eventually led to conformity on #vscocam hashtag users on Instagram. In this study, the researcher used a qualitative study with interviews and observation techniques to several Instagram account. The results of this study indicate if there are some conformity to the the norm formation in the majority of #vscocam hashtag users, such as giving like to the photo that is considered attractive, and not uploading photo or leaving comment comments that may offend certain people. While the group pressure occurs when the informant wanted to present a picture that is more interesting than other #vscocam hashtag users photo. ;This paper will discuss the conformity to #vscocam hashtag user on Instagram. The purpose of this study is to determine the norm formation and group pressure that eventually led to conformity on #vscocam hashtag users on Instagram. In this study, the researcher used a qualitative study with interviews and observation techniques to several Instagram account. The results of this study indicate if there are some conformity to the the norm formation in the majority of #vscocam hashtag users, such as giving like to the photo that is considered attractive, and not uploading photo or leaving comment comments that may offend certain people. While the group pressure occurs when the informant wanted to present a picture that is more interesting than other #vscocam hashtag users photo. ;This paper will discuss the conformity to #vscocam hashtag user on Instagram. The purpose of this study is to determine the norm formation and group pressure that eventually led to conformity on #vscocam hashtag users on Instagram. In this study, the researcher used a qualitative study with interviews and observation techniques to several Instagram account. The results of this study indicate if there are some conformity to the the norm formation in the majority of #vscocam hashtag users, such as giving like to the photo that is considered attractive, and not uploading photo or leaving comment comments that may offend certain people. While the group pressure occurs when the informant wanted to present a picture that is more interesting than other #vscocam hashtag users photo. , This paper will discuss the conformity to #vscocam hashtag user on Instagram. The purpose of this study is to determine the norm formation and group pressure that eventually led to conformity on #vscocam hashtag users on Instagram. In

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