

Pengelolaan kesan oleh remaja pengguna Instagram terkait budaya gaya hidup sehat = Management impression on healthy lifestyle culture of the adolescents Instagram user

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Abstrak

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Jurnal ini membahas tentang sejauh mana impression management remaja dalam mengunggah foto

budaya gaya hidup sehat di Instagram merupakan bentuk aktualisasi diri mereka yang sesungguhnya di dunia

nyata. Penulis melakukan wawancara mendalam terhadap dua orang informan dan observasi terhadap akun Instagram pribadi milik keduanya. Analisis menghasilkan temuan: (1) Pengunggahan foto terkait budaya gaya

hidup sehat ke Instagram oleh remaja dipengaruhi dan bertujuan untuk mempengaruhi social self, dan (2) Aktualisasi diri remaja yang mengunggah foto terkait budaya gaya hidup sehat ke Instagram dipengaruhi dan

bertujuan untuk mempengaruhi social self. Secara lebih singkat, dapat disimpulkan bahwa impression management remaja dalam mengunggah foto terkait budaya gaya hidup sehat di Instagram tidak selalu merupakan bentuk aktualisasi diri mereka yang sesungguhnya di dunia nyata, namun tergantung social self yang

mereka miliki dan yang akan mereka bentuk.<hr>

ABSTRACT
This journal discusses the extent of which impression management on uploading the healthy-lifestyle

photos to Instagram by adolescents is a form of self-actualization in the real world. I conducted in-depth interviews of two informans and observations against their personal Instagram account. The analysis resulted in

two findings: (1) The healthy-lifestyle photos uploaded by adolescents were affected by and aims to influence

their social self, and (2) self-actualization of them who upload the healthy-lifestyle photos were affected by and

aims to influence their social self. In shorter, it can be concluded that the impression management on uploading

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