

Penggunaan Instagram sebagai bentuk eksistensi diri = Instagram as a form of self existence

Nidya Zahra Hayumi, author

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Abstrak

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Perkembangan teknologi komunikasi saat ini membawa sejumlah perubahan dalam perilaku manusia. Perubahan tersebut mencakup cara berpikir, cara berperilaku, dan berbagai aspek lainnya. Penelitian ini bertujuan untuk mengidentifikasi perkembangan eksistensi dalam diri remaja saat ini. Dengan berkembangnya media online, terdapat perubahan perilaku yang cukup spesifik bagi individu khususnya dalam cara bagaimana individu tersebut mempersepsikan atau memaknai diri mereka sendiri. Selanjutnya saat ini muncul aplikasi seperti Instagram yang dapat menampilkan foto dan video, yang menggambarkan citra diri individu. Masyarakat terutama kaum muda di kalangan mahasiswa yang dinamis, cenderung senang untuk mengekspresikan diri melalui media online yang dianggap dapat meningkatkan eksistensi diri mereka. Dalam tulisan ini, metode penelitian yang digunakan adalah kuantitatif. Untuk mengumpulkan data, penulis menggunakan kuesioner yang disebarakan kepada sejumlah responden. Dari hasil pengumpulan data, ditemukan bahwa remaja saat ini gemar menggunakan aplikasi Instagram untuk berbagi momentum agar keberadaannya lebih dianggap terkait dengan eksistensi diri mereka. Lebih lanjut, foto yang dimasukkan ke Instagram antara lain adalah foto tentang kegiatan sehari-hari bersama teman-teman mereka, termasuk juga foto berupa selfie.

ABSTRACT
The development of communications technology currently brought a number of changes in human behavior .The changes include the process of thinking, behaviour, and other various aspects. This study aims to identify the development of self existence in teenagers. With the rise of online media, there are specific behavior changes for individuals especially in how individuals perceive themselves. For now adays, then came an application such as instagram that can display photos and video which can form an individual image. The society, especially for youth, among the students who dynamic tending to pleased to express their self through the media online that are considered to be an increase in existence. This research using quantitative method. To collect the data , writer uses a questionnaire to be distributed to a number of respondents. The results of research method found that, most of the teenager is using Instagram to share their moment in instagram more considered and related to their self existence. Further more, the type of photograph they usually uploaded are picture of their routine with their friends, including selfie photo.;

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