

INSTAGRAM SOCIAL MEDIA ANALYSIS OF TEENAGER LIFESTYLE AT SMA BINTARA DEPOK

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ABSTRACT

This study aims to find out how social media Instagram @anyageraldine affects the lifestyle of teenager at SMA Bintara Depok. Researchers use qualitative methods because they want to explore facts, symptoms, and events that influence social media on adolescent behavior in the field as it is in the context of space and time and the natural environment of teenager. The research instrument used was interviews with 5 informants who were taken using Cognitive Social Theory. The results of this study indicate that the informant prefers to follow the fashion style of anyageraldine which is fashionable rather than following her fullgar lifestyle. besides that the informant also wanted to be famous and successful like Anyageraldine. Instagram @anyageraldine not only posts full-length photos and videos, but there are also endorsed photos such as clothes, make-up, sneakers, and others. But the main thing is a positive lifestyle to be liked and followed by teenagers..

Keywords: *influence, media, social, behavior, teenager*

1. INTRODUCTION

One of the social media that is currently in great demand is Instagram. The reason why Instagram has succeeded in gaining its popularity is none other than the habits of today's people who tend to be 'narcissistic'. Today's teenagers spend hours checking their Instagram accounts, checking out the latest fashion trends, the latest favorite hangouts, and so on. The teenager is immersed in the virtual world, so he is not aware of the negative impact it has on his association and social life. As we know, technological developments have a negative impact, especially Instagram, which is very popular with teenagers in this era (Bambang 2012: 5).

The use of Instagram also creates a separate phenomenon among its users, where young followers decide for themselves who becomes their role model based on what is good and pleasing to them. This phenomenon has also shaped the perceptions of various groups of Indonesian Social Media Users (millions) in assessing the lifestyle of teenagers in Indonesia in today's era. Therefore Instagram is very influential on the lifestyle of teenagers at this time. Lifestyle is a person's behavior shown in activities, interests and opinions, especially those related to self-image to reflect social status (Susanto, 2006) in (Widiastuti, 2009).

In every life we may already know what is called a lifestyle, it is something that is always there and is practiced by the people around it. Lifestyle has also become a role model for people who know him, because in that way they will see the way of life they want, according to their needs without having to think about other people, the fun of lifestyle can also be felt by some teenagers who still see trends lifestyle now or in the future, which is better known as a modern lifestyle.

Lifestyle is also very closely related to the times and technology. The hedonic lifestyle is a lifestyle whose activities are to seek the pleasures of life, such as spending more time outside the home, playing more, having fun in the city crowd, buying expensive things they like, and always wanting to be the center of attention. Chaney (in Masmuadi, 2007:72) says that lifestyle is a characteristic of a modern world, lifestyle is the patterns of action that distinguish one person from another.

Instagram also gave birth to the term Selebgram, which is a role model or public figure whose name is known to the wider community because of the number of followers on Instagram social media. One celebrity that made researchers interested in researching its influence on public perception was a teenager named Anya Geraldine, a celebgram who had become a celebrity. viral and well-known among followers,

with followers reaching more than 1 million people, making it a reference for assessing the lifestyle of teenagers themselves.

The social media @anyageraldine itself contains a collection of lifestyles in the form of photos and even videos showing fashion, style and daily life of the owner of the social media, Anya Geraldine. Where in almost all the photos, Anya often appears wearing revealing clothes, which show a lot of her body shape rather than the clothes themselves, plus Anya also poses in a "hot" style that is almost vulgar and also Anya Geraldine's lifestyle which seems deviant. However, in the eyes of her followers, the photos that Anya posts always look cool, as evidenced by the many likes on each photo on the social media. Anya's fashion style which seems naughty, but looks cool, relaxed, cool, and trendy makes her a girl with high fashion sense, this is what every teenager who is growing up nowadays wants.

On the other hand, there are also quite a lot of people who think that Anya's lifestyle, fashion style, photo style, and daily life violate the norms of decency. And not infrequently, Anya also uploads photos of liquor. The influence of Anya's lifestyle is growing rapidly, especially in today's youth. Instagram social media @anyageraldine with more than 1 million followers clearly also brings fortune for Anya personally. This cool fashion style that always manages to capture tens of thousands of likes has made Anya flooded with endorsements and advertisements for t-shirts, pants, jackets and various products that use teenagers as their market share. Just from endorsements, Anya admits that she earns quite a high income compared to women her age. Anya also made several viral videos containing vacation videos in Bali with her lover. The video made Anya's name skyrocket so that almost every smartphone user knows her, be it followers from social media @anya herself, people who just follow Anya's activities, or those who only know Anya casually.

Based on the background of the problems described above, the researcher formulated the main problem in this study, namely "Analysis of Social Media Instagram @anyageraldine on Teenager Lifestyle Behavior at SMA BINTARA DEPOK".

2. LITERATURE REVIEW

2.1. Teenager

Piaget (in Ali & Asrori, 2012) says that psychologically, youth is an age when individuals become integrated into adult society, an age when children do not feel that they are below the level of older people but feel the same or at least equal. Teenager according to Mappiare (in Ali and & Asrori, 2012) lasts between the ages of 12 to 21 years for women, and 13 years and 22 years for men. Teenagers in their original language are called adolescence, derived from the Latin *adolescere* which means "to grow to reach maturity". In a further development, the term adolescence actually has a broad meaning including mental, emotional, social and physical maturity (Hurlock, in Ali & Asrori 2012).

WHO (World Health Organization) defines youth as conceptually divided into 3 criteria, namely biological, psychological, and socioeconomic (Sarwono, 2012). In full, the definition reads as follows:

- a. Teenagers develop from the first time they show secondary sexual signs until they reach sexual maturity.
- b. Teenagers experience psychological development and patterns of identification from childhood to adulthood.
- c. There is a transition from socio-economic dependence to a state of relative independence.

2.2. Teen Lifestyle

According to Minor and Mowen (2002: 282), lifestyle is showing how a person chooses his life, spends his money, and spends his time. This lifestyle is a person's pattern of life as outlined in the activities he chooses, his interests and opinions in spending money and relating to allocating time. Lifestyle is also related to the development of the era and technology, which is increasing with the times and technological sophistication, so that the application of human lifestyle is increasingly widespread in their daily activities. Lifestyle can have a positive or negative influence on those who run it, depending on how a person lives that lifestyle.

Youth comes from the Latin word Teenagers which means to grow or grow into adulthood. The term teenagers has a broader meaning which includes mental, emotional, social and physical maturity (Hurlock, 1992). At this time it actually did not have a clear place because it was not included in the children's group but not also the adults or the elderly. As stated by Calon (in Monks, et al 1994) that adolescence shows clearly the nature of transition or transition because adolescents have not yet obtained adult status and no longer have child status. According to Sri Rumini & Siti Sundari (2004: 53) teenager is a transition from childhood to adulthood which develops all aspects/functions to enter adulthood. Teenager lasts between the ages of 12 to 21 years for women and 13 years to by 22 years for men. While the definition of youth according to Zakiah Darajat (1990: 23) is: "a transitional period between childhood and adulthood. In this period the child experiences a period of growth and a period of physical development as well as psychological development."

They are not children either in body shape or way of thinking or acting, but they are not mature adults either. Youth comes from the Latin word *adolence* which means to grow or grow into adulthood. The term *adolescence* has a broader meaning which includes mental, emotional, social and physical maturity (Hurlock, 1992).

Age categories according to the Ministry of Health of the Republic of Indonesia (2009): Early teenager: 12-16 years, Late teenager: 17-25 years. Teenager is a period of transition from childhood to adulthood. Adolescents have different limits according to the local social culture. According to the WHO (World Health Organization) or the United Nations agency for world health, the age limit for adolescents is 12 to 24 years.

2.3. Cognitive Social Theory

Cognitive social theory (social cognitive theory) is one of the learning theories that explain patterns of behavior. The theory developed by Albert Bandura since the 1960s focuses on how and why people tend to imitate or emulate what they see through the media or other people. Cognitive social theory is a development of social learning theory that provides a framework for understanding, predicting, and changing human behavior.

Cognitive social theory emphasizes our capacity to learn without going through direct experience. Cognitive social theory which is also called observational learning theory depends on a number of things including the subject's ability to understand and remember what he sees, identify by mediating character, and circumstances or situations that influence behavior imitation.

The following is a conceptual framework that will underlie the research

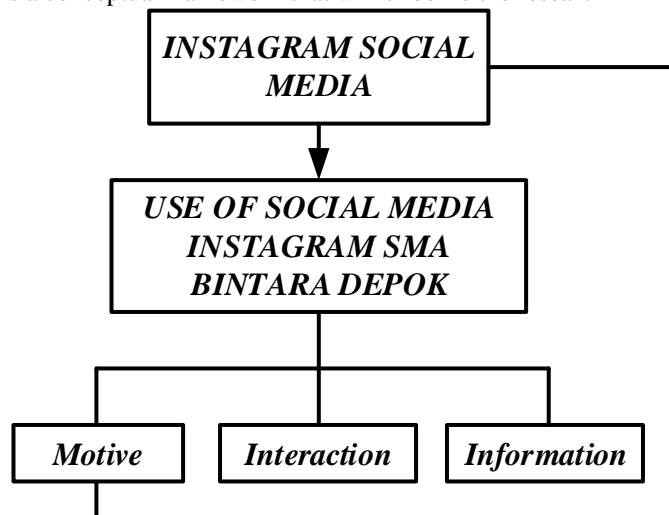


Figure 1. Intragram social media research flow thinking chart (Source: Researcher)

Based on the flow of thought above, the researcher tries to describe the steps and stages that arise in the mind so that the right design is formed to be researched and analyzed with Instagram as the object and SMA Bintara Depok teenagers who use Instagram as research subjects. The behavior of high school non-commissioned officers in Depok who use Instagram is the cornerstone of this study, then the researchers chose Instagram social media with consideration of being an active user and the length of time they have joined.

Because Instagram is one of the most widely used social media where Indonesian people are always interested in things that are popular and trending. Instagram users are segmented where the general public cannot use social media, because what the general public can access is social media Facebook and Twitter, unlike Instagram which can only be accessed on smartphones and tablets. Due to the large number of SMA Bintara Depok teenagers who use smartphones and tablets, this is what makes Instagram widely used as a medium for socializing. Instagram is different from other social media, with a simple but attractive appearance, complete features that are not found on other social media, such as sharing moments which include sharing photos, videos, movies, books, music, places.

The interaction of their Instagram users can be themselves when using Instagram, share personal moments of their life and all the activities they do in their daily life, namely being able to share photos and then edit them with the features provided such as Instagram stories and share them to Instastory, share videos, photos, share places and photos like on other social media and the most interesting thing is being

able to find out who saw the user's profile. From many who see the instastory, it will cause pleasure in accessing this social media so that there will be a high time intensity in opening Instagram whenever and wherever they are, this pleasure will produce a lifestyle in the midst of the interactions they make on this Instagram social media.

3. RESEARCH METHODOLOGY

This research uses a qualitative approach because this research is expected to explain and interpret how the analysis of social media Instagram @anyageraldine on adolescent lifestyle behavior at SMA BINTARA DEPOK is obtained from words from in-depth interviews with research informants and observations.

The object of this scientific research is Social Media Instagram @anyageraldine

Source person

The informants in this interview were BINTARA Depok High School students in class 1 and class 2 who became Followers of the Instagram account @anyageraldine

No.	Source Name (Informan)	Postition	Age	Information
1.	Djulfitri Oktaviani	Student SMA	16 year	Informan 1
2.	Nadya Azra Anifa	Student SMA	16 year	Informan 2
3.	Rani Maulida	Student SMA	16 year	Informan 3
4.	Tiara Annisa	Student SMA	17 year	Informan 4
5.	Elkiba Patrisumamba	Student SMA	17 year	Informan 5

Time and Place of Research

This research was conducted at SMA BINTARA, Depok. This school building has a fairly large yard, the building owned by Bintara Depok High School consists of 15 classes, they also have other facilities such as student council rooms, PMR rooms, laboratories, libraries. The research was conducted on Wednesday, July 18 at 01 PM until finish.

4. RESULTS AND DISCUSSION

4.1 Findings

Youth reception for Instagram followers @anyageraldine

The Instagram account @anyageraldine is a program that is widely known, especially among teenagers. Before being known by many people at a young age, Anyageraldine was viral because of the upload of the full-length video in Bali. In this account, apart from posting fullgar photos and videos with his girlfriend anyageraldine, he also posts endorsed photos and videos such as clothing brands, make up, and others. And anyageraldine is a successful teenager at a young age because of the various endorsements she works with. Teenagers who became informants admitted they liked anyageraldine because anyageraldine has a cute fashion style and is also a hit.

"Anyageraldine is what I know, a celebrity who is viral because she uploads sexy videos with her boyfriend while on vacation in Bali, I also like streaming YouTube, too. then yes ka only is a beautiful celebrity who has a lot of endorsements as well as what I know. Actually, I also like your fashion style, you also wear a lot of your fashion style." (informant 1)

"Oh, anyageraldine, the celebrity, yes, I really like to follow YouTube and Instagram, bro. Then what I know is that it's viral because the upload is too fullgar with the same boyfriend in Bali. But I almost fell for you, I almost really wanted to share photos that shouldn't be shared and I also wanted to have a vacation with my girlfriend when I saw Anyageraldine's post, because I'm a big fan of you. Eh, but when I saw the line today, Geraldine's post was reported to KPAI. I was scared there and luckily it didn't happen so I followed my idol's lifestyle." (informant 2)

"You know, I know anyageraldine that's viral because the YouTube upload on Bali is the same as his girlfriend, but because it's viral on YouTube, I'm also curious about following his Instagram. , oh yes, at that time I also met and asked for a photo with Ka Anya, the person was very humble and not arrogant" (informant 3)

At the beginning of the interview process, all informants explained the reasons why they liked the Anyageraldine fashion style. Even though there are some things they don't like, for example when anyageraldine posts sexy photos and videos with her boyfriend. However, there were also informants who said that if it was like that, it would be a hit.

Image of lifestyle and dress

@anyageraldine's clothing style is the result of attractiveness perceived by young Instagram followers @anyageraldine. Strengthening anyageraldine's character as she posts photos in cute, cool, and also fashionable clothes. Make Instagram followers interested in following anyageraldine fashion style. All informants gave answers that thought that the style of clothing posted on the Instagram account @anyageraldine was in accordance with the fashion style of today's youth.

"Ahh, sis, I really like the style of anyageraldine's dress, I even have the same clothes as anyageraldine's so that it looks like anyageraldine's hits too, like anyageraldine's." (informant 1)

"I really like the fashion style, especially when you only wear a black dress combined with sneakers and a white bandana, that's the style I really like. To the extent that I also buy something like that at endorsean ka only. (informant 2)

"Yes, I like the fashion, he said, but when you look relaxed and casual too." (informant 3)

"The fashion is really good, I just like it when I see how you look like that too. I don't know how good it is for me to look at it like that." (informant 4)

"I really like the fashion, it's very fashionable, there are lots of girls who follow the fashion, bro" (informant 5)

Teenagers perceive clothing styles that are cool, slang, and not outdated (update), one of which is from the clothes posted by @anyageraldine. The mindset that has not been well constructed in their teens makes them look for dress references from what they see everyday. When Instagram followers @anyageraldine follow the instastory posted, they internalize themselves from what they see. The Instagram representation of @anyageraldine regarding fashionable, up-to-date, or slang teenage clothing styles does not encounter many obstacles or clashes with what teenagers think. The existence of debates or conflicts that refer to cultural facts only occur in the dominant cultural values that are well attached to the teenager. The style of dress displayed in the fashion style endorse Instagram which tends to be sexy or open raises its own debate with the style of dress that exists in Indonesian society which is the dominant culture with elements of religion and social norms.

"What's good is that it's cool to hit so young people." (informant 1)

"It's cool, if you hangout, you prefer casual clothes like what you usually wear. I don't want to make things complicated, right? (informant 2)

"That's really fitting for today's kids, yes, it's a bit sexy actually. But it's just cool to see, hits." (informant 3)

The image built through Instagram @anyageraldine generates thoughts on the perceptions of youth that give birth to their own values. What kind of clothes are suitable to imitate? How do the metropolitan people get along? All these questions pop up in their minds which give thoughts like slang, cool, sexy, fashionable, updates and so on.

Instagram Social Media Effectiveness @Anyageraldine

Instagram @anyageraldine, who is a communicator, gives influence to his followers without the need for hierarchies, intermediary media, or third parties to deliver messages. Due to the absence of intermediaries, including reference groups, the effects of the media on one individual and another individual are naturally different.

"Yeah, sometimes I like to follow clothes and makeup that are endorsed by you, anyway." (informant 1)

"I like it, I also follow endorsements, like Anyageraldine, like sneakers and clothes that I think look good and hits like that, like Anyageraldine wears." (informant 2)

"I don't follow all of them, even though I like the fashion style, bro. I like to follow fashion, only if I'm casual I hangout with my friends." (informant 3)

"Oh, that's for sure, ka, because I really like you and I want to become a famous and endorsed celebrity like you, bro." (informant 4)

"Wow, if I follow his lifestyle, I'm not interested in making it like that, but if I follow success, I want it hehe" (informant 5)

The position of Instagram social media as a mass communicator has given rise to a pragmatic, all-easy, all-instant lifestyle. The teenage lifestyle on Instagram social media @anyageraldine looks so attractive and full of hegemony in the world of youth. Everything is seen only according to function or use value and no longer pays attention to other rules or values. This case happened to the first informant who was exposed to @anyageraldine's fashion style. She has a religious value in dressing with anyageraldine-endorsed make-up.

The influence of anyageraldine's clothing style is that there are several informants who really follow what they like on Instagram @anyageraldine. Instagram social media @anyageraldine has a cognitive effect on its followers, so that it creates actions to follow what is displayed.

4.2 Discussion

Based on the theory that researchers use, namely cognitive social theory which is also called observational learning theory depends on a number of things including the subject's ability to understand and remember what is seen, identify by mediating characters, and circumstances or simulations that influence behavior imitation.

In the initial session of the interview process, the researchers asked what they knew about anyageraldine. Lifestyle is the main reason why informants become Instagram followers @anyageraldine, on Instagram social media it becomes interesting with photos, videos and endorsements of anyageraldine. The results of the interviews show that teenagers accept the influence of the fashion used by anyageraldine and many even follow the anyageraldine fashion style so that they look hits like the celebrity.

Gerald Schoening and James Anderson (in Littlejohn: 149) provide a community-based approach to social action media research and they underline six basic ideas.

First, meaning does not exist in the message itself, but is generated by an interpretive process in the audience. The informants in this study gave their views on the lifestyle of one of the program's celebrities, anyageraldine. They have their own assessment so that one to another convey what they see about the anyageraldine lifestyle. There are similarities regarding the perceptions constructed from Instagram anyageraldine about his lifestyle, clothes that are updated, slang, or fashionable.

The second thought is that the meaning of media messages is not determined passively, but actively by the audience. This means that the audience actually does something with what they see.

The third idea is that the meaning of media constantly shifts when people approach media in different ways. The media element on the Instagram social media anyageraldine not only displays full-length photo and video posts, but there are also photos of the program when it is endorsed, such as clothes, sneakers, and others. The informant does not follow the lifestyle of anyageraldine who likes to post full-length photos and videos because according to the informant it is inappropriate to see, especially for minors. This also happens when there is filtering by social and religious norms that are inherent in adolescents. Informants admitted that they adapted to the environment, even though they liked and gave cool, slang, fashionable and updated images of the positive lifestyle of anyageraldine.

Fourth, the meaning of a program or message is never self-determined but communal. The informants admitted that they tried to adjust to their peers in socializing. According to them, Instagram @anyageraldine, which has quite a lot of followers, especially among teenagers, is one of the benchmarks and sources of information in socializing. The things they talk about every day such as lifestyle, clothing style, and others, one of the references is from instagram anyageraldine.

Fifth, the act of determining group meaning for media content is carried out in interactions between members. When the informant interacted with other friends, what they talked about, what they thought about Instagram @anyageraldine was conveyed to each other so that they formed an equation that for example, anyageraldine's clothing style is slang, cool, hits, and fashionable. The process of self-identification among adolescents is learned based on what they see and experience interacting with others.

Sixth, researchers join the community they study and share what they learn from those they research. Even if only temporarily, and therefore have an ethical obligation to be open about what they research and share what they learn with the community being researched. In accordance with social action media research, a popular approach to media is to think of the audience as composed of many interpretive communities, each with its own meaning of what is seen.

Researchers in this study position themselves as one of the followers of the @anyageraldine Instagram account. With basic information obtained from the process of viewing the full video post on YouTube, the researcher asked various questions to dig up information that was in accordance with what was perceived by each informant. Informants in the study freely shared what they saw from their activities following Instagram @anyageraldine.

From the results of interviews conducted by researchers, teenagers like anyageraldine fashion because the style of clothing used is cool, hits, and also fashionable. The clothing style can be adjusted if it is being endorsed, such as a t-shirt mixed and matched with jeans and sneakers. It looks simple but attractive and pleasing to the eye. The association that is developing today requires that teenagers must show their existence. One of them can be seen from their lifestyle and also from the way they choose friends. Instagram @anyageraldine can be used as a reference for today's fashionable teenage clothing styles

5. CONCLUSION AND SUGGESTIONS

5.1 Conclusion

Anyageraldine is one of the youth idol programs that constructs teenager perceptions of lifestyle. The interest of SMA Bintara Depok teenagers in anyageraldine Instagram makes them follow a positive lifestyle and follow anyageraldine fashion. The closeness that is built in accordance with the reality of teenagers in general, makes their followers internalize several things from the impact of the intensity of the followers of the @ayageraldine Instagram account simultaneously.

Based on the results of the analysis, the researcher obtained conclusions that can be drawn from research regarding Instagram Social Media Analysis @anyageraldine on teenager Lifestyle Behavior at SMA Bintara Depok that:

- a. Instagram @anyageraldine not only posts fullgar photos and videos, but there are also endorsed photos such as clothes, make up, sneakers, and others. But the main thing is a positive lifestyle so that teenagers like and follow it.
- b. Teenagers at the age of 16-18 years like to follow anyageraldine fashion styles that are cool, hits, and fashionable.
- c. Teenagers who follow anyageraldine lifestyle and fashion because they want to look more trendy and not out of date.
- d. This lifestyle behavior occurs due to the activity of following Instagram @anyageraldine, then teenagers follow the lifestyle in the Instagram account posts and want to be teenagers who are more trendy and successful like anyageraldine.

5.2 Suggestion

It is hoped that they will be wiser in responding to Geraldine's fullgar post, then in terms of protecting underage youth, there should be stricter regulations from the government as well as from the owner of the account to enforce norm violations.

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