

The Influence Of Instagram Social Media On Hedonist Lifestyle In Indonesian Vocational School Of Adolescents

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ABSTRACT

Hedonism is one of the goals of a person's life just to get pleasure, is a case that affects many teenagers. This happens because of the current industrialization and globalization of social media. One access to using social media is through the Instagram application which can be used as a tool to share various moments both through photos and videos. This study aims to determine how much influence Instagram social media has on the hedonism lifestyle. The method used in this study was a quantitative method with a sample of 70 respondents and data collection techniques using a questionnaire. The results of this study the calculation of linear regression analysis obtained the following equation $Y = 7.855 + 0.732X$, the calculation of the correlation coefficient (r) between the variables X and Y obtained a correlation coefficient value of 0.74. This value indicates that the two variables have a strong and positive relationship. The magnitude of the influence of Instagram Social Media on the Hedonism Lifestyle is 54.76% and the remaining 25.99% is influenced by other factors that are not included in this study.

Hedonisme adalah salah satu tujuan hidup seseorang hanya untuk mendapatkan kesenangan, adalah kasus yang mempengaruhi banyak remaja. Hal ini terjadi karena industrialisasi dan globalisasi media sosial saat ini. Salah satu akses untuk menggunakan media sosial adalah melalui aplikasi Instagram yang dapat digunakan sebagai alat untuk berbagi berbagai momen baik melalui foto maupun video. Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh media sosial Instagram terhadap gaya hidup hedonisme. Metode yang digunakan dalam penelitian ini adalah metode kuantitatif dengan sampel 70 responden dan teknik pengumpulan data menggunakan kuesioner. Hasil penelitian ini perhitungan analisis regresi linier diperoleh persamaan berikut $Y = 7,855 + 0,732X$, perhitungan koefisien korelasi (r) antara variabel X dan Y memperoleh nilai koefisien korelasi sebesar 0,74. Nilai ini menunjukkan bahwa kedua variabel tersebut memiliki hubungan yang kuat dan positif. Besarnya pengaruh Media Sosial Instagram terhadap Gaya Hidup Hedonisme adalah 54,76% dan sisanya 25,99% dipengaruhi oleh faktor-faktor lain yang tidak termasuk dalam penelitian ini.



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INTRODUCTION

The life of teenagers today is different from the lives of teenagers in the past. At present, the lifestyle of modern society seems to view its life orientation and cultural values more focused today. Modern society can also be interpreted as a form of transformation from traditional society to a more advanced society in the fields of technology, science, and ways of thinking to meet needs. began to involve all levels of society in the world, including the people of Indonesia. A Lifestyle is a person's pattern of life in the world of life which is expressed in the activities, interests, and opinions (opinions) concerned (Kotler and Armstrong, 2000: 226). This is now also affecting the lives of teenagers who tend to want to have an easy and happy life. several environmental factors here greatly affect the lives of today's youth, especially adolescents who live in urban areas. But not only in urban areas, teenagers who live in suburban or transitional areas now have a lifestyle that wants everything to be easy and fun.

The mindset of people who are increasingly developing and advancing with the presence in internet technology. The internet as an information resource has a very important role for modern society. Currently, almost every level of society is familiar with the internet and interacts with it according to their own interests. However, not a few of the people who are not wise enough to take advantage of the development and progress of science and technology, so that the existence of technological advances actually has a negative impact on society, one of the impacts is on lifestyle.

The development of internet technology underlies the birth of social media which greatly changes behavior and communication in society. This is what is feared can damage the younger generation, because they cannot select or filter what they see and hear around them. The emergence of social media makes communication possible without distance and time limits. Social media network as a community that is connected through friendship, values, ideas, and work (Powell, 2009). Social media as a group of internet-based applications built on the ideological and technological basis of Web 2.0 which enables the exchange of information (Kaplan, Andreas & Michael, 2010)

Social media is the advancement of technology and information, as well as the increasing sophistication of the devices produced by the industry, such as presenting "the world in the hand" (Nasrullah, 2017). As the world is flat, the world is getting flatter and everyone can access anything from any source (Thomas L, Friedman, 2007).

The use of social media is currently more widely used to show the existence of its users. For users who want to be recognized by the wider community through social media, they will usually use open social media such as Instagram, Facebook, Line, or Twitter. This is where we can freely and openly interact. When facilities like those mentioned above are not used wisely, especially in the use of social media, this will backfire for the younger generation, where they will act freely and sometimes behave outside the morals and values prevailing in society.

One of the social media that is most in demand by IOS and Android-based smartphone users is Instagram. Instagram in Wikipedia is a photo and video sharing application that allows users to take photos, take videos, apply digital filters and share them on various social networking services, including Instagram's own. Instagram is a social media platform that is rich in visuals and has a dynamic nature, which makes Instagram a trending idol in its realm. Various visual themes in uploaded photos and videos can be interesting choices, such as personal photos, food, landscapes and also hobbies. The following are Instagram users in Indonesia in January 2021 as reported by NapoleonCat:

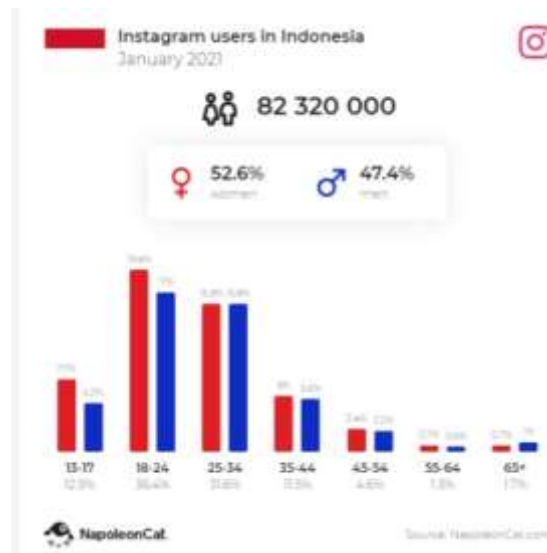


Figure 1. Instagram users in Indonesia January 2021

It can be seen that Instagram users in Indonesia cover many age groups. From 13 to 65 years old. But dominated by the age of 18 to 34 years with female gender. Where the age is a teenager. Instagram is in great demand by all groups, without exception, artists from abroad. Selebgram which is a special artist designation on Instagram social media and even online shop owners. This online shop has mushroomed on Instagram in line with the growing business and the increasing needs of today's society. Apart from that, now Instagram users no longer see the aesthetic art of sharing beautiful photos, but what they see is a form of lifestyle that gives rise to a form of self-existence from a person by joining in the use of luxury items such as clothing, food, smartphones, and other branded goods (Fitria, 2015). The hedonic lifestyle is a lifestyle that directs its activities to seek the pleasures of life, such as; spend more time outside the home, play more, love the city crowd, often buy expensive things just to fulfill fun, and always want to be the center of attention. Gradually pleasure will become the main target or goal of every behavior (Azwar Suprana, 2003).

Regulation of the Minister of Health of the Republic of Indonesia Number 25 of 2014, adolescents are residents in the age range of 10 to 18 years and according to the National Population and Family Planning Agency (BKKBN), the age range of adolescents is 10 to 24 years and unmarried. Adolescence is characterized as an important period, a period of transition, a period of change, as a period of searching for identity, as an age of fear, and as a threshold for adulthood. Teenagers are still in the process of searching for identity and are very sensitive to outside influences. Adolescence is a period full of emotional turmoil and imbalance so adolescents are easily exposed to environmental influences (Hurlock, 2008).

The luxurious lifestyle of a person or more commonly known as the hedonistic lifestyle increasingly makes a person immersed in it, including Vocational School teenagers. Many factors can influence a person to have a hedonistic lifestyle, including the surrounding environment, peers, association, prestige, and so on.

Based on the explanation above, the researcher is interested in conducting research entitled "The Influence of Instagram Social Media on Adolescent Hedonism Lifestyle in Vocational Schools". This study aims to determine whether Instagram Social Media influences the Hedonism Lifestyle in Vocational Schools.

METHOD

The method used in this study was a quantitative method with a sample of 70 respondents and data collection techniques using a questionnaire. The results of this study the calculation of linear

regression analysis obtained the following equation $Y = 7.855 + 0.732 X$, the calculation of the correlation coefficient (r) between the variables X and Y obtained a correlation coefficient value of 0.74. This value indicates that the two variables have a strong and positive relationship. The magnitude of the influence of Instagram Social Media on the Hedonism Lifestyle was 54.76% and the remaining 25.99% was influenced by other factors that were not included in this study.

This research lasted for six months, starting from March to August 2021. The research process took place at a Vocational School, West Java.

RESULTS AND DISCUSSION

Results

In the study of the influence of Instagram social media on the lifestyle of adolescent hedonism in vocational schools. The author creates and distributes questionnaires to the number of respondents who are teenagers in vocational schools. The results obtained from distributing questionnaires to 70 respondents who have been studied, looking at the different characteristics of the respondents such as: Gender, Age, and Class. The characteristics of the 70 respondents are as follows:

Table 1. Grouping of Respondents Based on Gender

Gender	Number of People	Presentase
Man	31	44%
Woman	39	66%
Total	70	100%

Table 1. above describes the characteristics of the respondents according to their gender. It can be seen that there are a total of 70 respondents and it can be seen that the number of female respondents is more dominant than male respondents. There were 39 female respondents (66%) and only 31 male respondents (44%). The data shows that the population that was sampled has more women than men.

Table 2. Grouping of Respondents by Age

Age	Number Of People	Presentase
15	44	62,86%
16	13	18,57%
17	13	18,57%
Total	70	100%

Table 2 describes the characteristics of respondents based on age or age. Based on the table above, it can be seen that out of a total of 70 respondents, it can be seen that the dominant respondent was 15 years old, namely 44 people (62.86%). Respondents aged 16 years were 13 people (18.57%), respondents aged 17 were 13 people (18.57%). The data shows that the population is more than 15 years old. This is because in grade 10 most students are 15 years old.

Reability Test

Variable X (Instagram Social Media)

Reliability Statistics		
Cronbach'sAlpha	Cronbach'sAlpha Based on Standardized Items	N of Items
0.833	0.835	30

In the table above it can be seen that the Instagram Social Media variable (X) has a reliability coefficient of 0.833. This shows that the variable Social Media Instagram (X) is reliable because it has a reliability coefficient value above 0.835.

Variable Y (Lifestyle Hedonism)

Reability Statistics		
Cronbach'sAlpha	Cronbach'sAlpha Based on Standardized Items	N of Items
0.783	0.786	30

The table above shows that the Hedonism Lifestyle variable (Y) has a reliability coefficient of 0.783. This shows that the Hedonism Lifestyle variable (X) is reliable because it has a reliability coefficient value above 0.786.

DISCUSSIONS

Sosial Media

In short, the media can be described as a form of communication as defined so far. Of all the existing definitions there is a similar tendency when referring to the term media, which will appear as a means to accompany technology. According to Rulli Nasrullah (2017), social media is an internet medium that allows users to present themselves and interact, collaborate, share information with other users, and form social bonds virtually.

Social media can be interpreted as a web-based communication tool or application that allows its users to interact with each other by sharing or accessing existing information. On social media there are features such as user accounts, user profile pages, friends, followers, hashtags, timelines, personalization, comments and notifications.

Van Dijk in Nasrullah (2015) states that social media is a media platform that focuses on the existence of users that facilitates their activities and collaborations. Because of that social media can be seen as an online medium (facilitator) that strengthens the relationship between users as well as a social bond. Through advances in internet and mobile phone technology today, social media is also growing rapidly. Now to access social media, you can do it anytime anywhere and anywhere with only a handheld cellphone. So quickly people access social media, not only people from developed countries but also many from Indonesia, has emerged significant information flow phenomenon. Because of its speed in capturing, social media is also starting to take over the role of traditional mass media in spreading trending news. These various social media have their own advantages in terms of attracting many users, because social media offers many conveniences that make teenagers happy to spend time or surf in cyberspace.

Lifestyle

Lifestyle is a term that is currently popular in today's society. Following the progress of the times, it always goes through changes. You will see the difference between generations, if you pay attention. Lifestyle and appearance were not given much attention by people in earlier times. What they pay more attention to is basic needs compared to appearance. Indeed, it is already different when viewed by culture, where previously everything was composed of various kinds of regulations in such a way that were so binding, not so visible but quite impactful.

According to Sutisna in Heru Suprihadi (2017) lifestyle is broadly defined as a way of life that is identified by how other people spend their time seen from work, hobbies, shopping, sports, and social activities and interests consist of food, fashion, family, recreation and also arguments consist of about themselves, social issues, business, and products. Lifestyle includes something more than social class or personality

In a variety of goods, people's interests influence lifestyles and the goods purchased by them also reflect that lifestyle. The lifestyle of each individual that is poured out in their opinions, interests, and activities is the lifestyle of each individual. The true lifestyle is everyone's model when they manage their money and time. A person's consumption pattern is ultimately determined by a lifestyle that changes a person's attitude.

Lifestyle is closely related to the rapid development of time and technology. Lifestyle is an attempt to exist in certain ways that are different from every other group. Individuals choose a set of behaviors and representations that are suitable for them and not suitable for display in social spaces, based on their own experience compared to social reality. One of the characteristics that is inherent in the way of life of modern society is instantaneous in terms of meeting all the needs of life. Nowadays, more and more people crave things that smell instant. It is this characteristic that has a negative or unfavorable impact on this modern era.

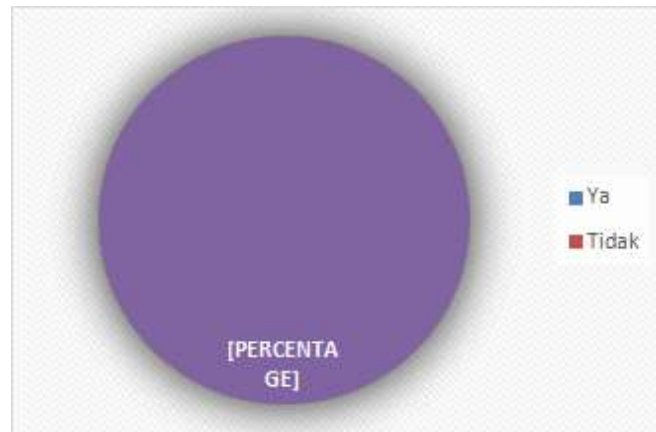
The table above shows that the Hedonism Lifestyle variable (Y) has a reliability coefficient of 0.783. This shows that the Hedonism Lifestyle variable (X) is reliable because it has a reliability coefficient value above 0.786.

Adolescent

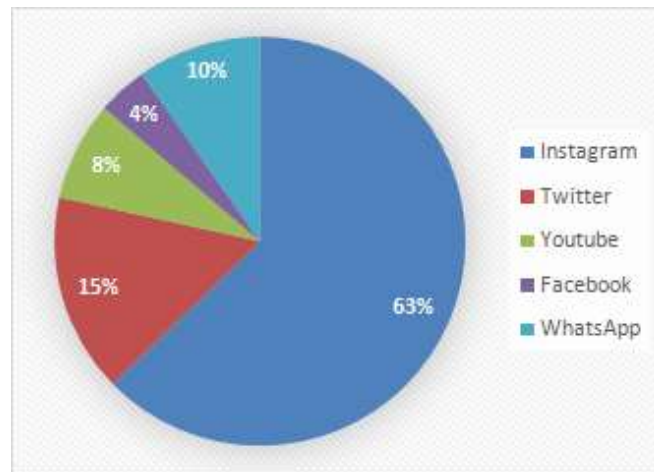
Quoted from the Reforma Journal (2017) adolescents are in an interim status as a result of the position given by their parents and some are obtained through their own efforts which will later give them certain prestige. This status is related to the transition period that occurs after sexual maturity (puberty). This transitional period is necessary for adolescents to be able to assume their responsibilities later in adulthood. Therefore an education that is pathological emancipation will help youth to let go of his interim status so that he can become a responsible adult.

These differences in definitions mean that there is no general consensus about the age group boundaries of adolescents. However, adolescence is associated with the transition from childhood to adulthood. This period is a period of preparation for adulthood, which will go through several important developmental stages in life. In addition to physical and sexual maturity, adolescents also go through the stages of social and economic independence, identity formation, acquisition of adult life skills, and negotiating skills (World Health Organization, 2015 Abstract Reasoning).

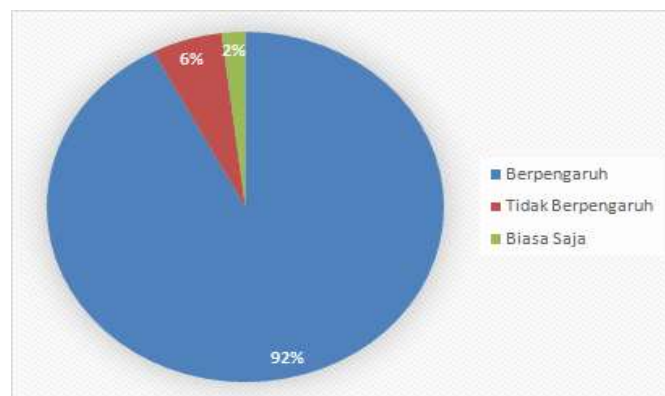
The Influence of Social Media on Everyday Life



The diagram above shows that out of 70 respondents, 70 people (100%) have social media.



The diagram above shows that out of 70 respondents, 57 people (63%) chose Instagram as the most frequently used social media. Factors that influence them are because Instagram social media is easy to access wherever we are. In addition, Instagram has a feature for uploading photos and videos of short duration. Through the features provided by Instagram social media, teenagers can also use it to add insight or knowledge that might be obtained from the information seen through Instagram and then apply it in everyday life. This is what makes Instagram attractive to teenagers.



The diagram above shows that out of 70 respondents, 57 people (92%) agree that social media can influence the lifestyle of teenagers.



Based on the diagram above, out of 70 respondents, 57 people (45%) were more consumptive. Some people use social media to shop for daily needs or other needs. When viewed from its users, especially for teenagers, they tend to buy goods through social media due to the price factor which can be cheaper compared to buying goods directly in stores.

Among the four indicators that were revealed were questions to be answered by respondents based on new media theory with indicators (Selectivity, Intentionally, Utilitarianism, Involvement). Or the ability to choose, intentionality, use, involvement and two other indicators based on lifestyle theory, activities, interests, and opinions or the impact that appears, four indicators that reduce the questions answered by the respondent found that teenagers are more inclined or use Instagram to continue to exist.

By looking at the analysis above, it can be concluded that every teenager who chooses Instagram social media aims to set up a business or just to express himself who has changes in behavior that can make the lifestyle of these teenagers change.

CONCLUSION

Social media is a result of technology in this millennial era which provides a lot of insight to people around the world. With social media we can find out various kinds of things without exception. However, social media can also have a bad influence if used improperly and misused. Apart from that all of us as users of Instagram media must be able to use social media as wisely as possible to minimize the negative impacts arising from Instagram social media. The huge influence of the Instagram media makes us as users required to always follow the lifestyle displayed by the media. This influence for today is very difficult to avoid because it has become a part of our lives. We can feel a huge influence in terms of clothing and also in terms of our daily lifestyle. This happens because of the attractiveness that is presented and the fashion of clothing models that are more contemporary, comfortable and also simple to use in everyday lifestyles.

Based on the conclusions above, the writer would like to convey some suggestions as follows:

It is recommended for Instagram social media users wherever they are, the presence of technology facilitates access such as information, entertainment, interaction and so on, even the presence of social media such as Instagram creates new spaces for self-expression, self-actualization and building identities. As a generation living in an all-digital era, it is advisable to be able to use technology wisely to help build a good identity. then to researchers who want to continue

research on hedonism as an identity can compare the identity of Instagram users on their social media with real life because this research only discusses hedonism as a generational identity on Instagram social media. What are the similarities or differences in the identities built on Instagram social

media with the identities they build in real life, further research is needed to complete the study of this phenomenon.

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