

IDENTITY FORMATION OF COLLEGE STUDENTS USING INSTAGRAM SOCIAL MEDIA (STUDY ON THE ACCOUNT @UNIVRABHITS)

Nurul Mustaqimmah¹⁾, Muhammad Arif²⁾ Nadya Suhendra³⁾

- 1) Communication, Abdurrah University, E-mail: nurul.mustaqimmah@univrab.ac.id
- 2) Communication, Abdurrah University, E-mail: muhammad.arif@univrab.ac.id
- 3) Communication, Abdurrah University, E-mail: nadya.suhendra@student.univrab.ac.id

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CORRESPONDENCE

Phone: +62 821 7277741

E-mail: nurul.mustaqimmah@univrab.ac.id

ABSTRACT

The presence of social media instagram as a means of communication and information provides changes in social life. Instagram is used as a place to reveal one's identity. Someone's identity on instagram makes them show their lifestyle, fashion, hobbies and others. The purpose of this research is to find out how the process of self-identity formed by Univrabhits students on instagram social media? This research uses the theory of symbolic interaction with 3 important indicators by mead, namely is mind, self and society as knife of analysis. The research method used is descriptive qualitative with data collection through observation, interview and documentation. Based on the results it was concluded that the formation of self-identity for univrabhits students was done by being themselves and some were imitating other individuals. The process of forming this self-identity is also carried out with a creative mindset, students trying to improve content or prioritize interesting content, the content is related to campus activities so that the admin can see it more so that they can get repost. It is recommended for students to be able to use this research as an understanding, education, and self-development related to the formation of self-identity on instagram social media.

INTRODUCTION

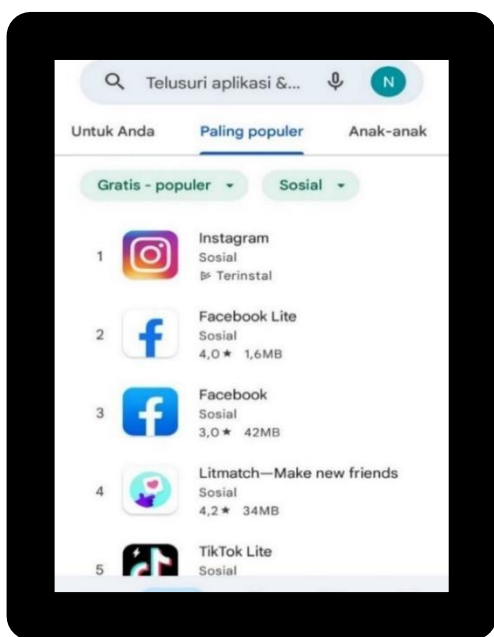
The world of technology and information is now increasingly sophisticated. Various forms of interaction carried out by the community in meeting their needs, of course, are assisted by supporting factors in order to be able to carry out these social interaction activities. Moreover, in today's modern era, we can choose and use whatever media we want so that we can communicate with a wide range of people and other people. Such as communication with family, friends and also people from various parts of the world though. So, this makes it easy for anyone when they want to interact with their social environment.

The emergence of social media as a means of communication and information in the midst of society has provided significant changes in social life. There are so many types of social media that we can meet today to communicate with other people and we can easily download them via smartphones or on personal computers. Of course also must be assisted with the internet network. Social media is usually more dominant with the feature of uploading photos and videos. One of the social media that is still popular among users today is Instagram. The presence of Instagram is able to attract the attention of social media users, and provide a new color in the life of social interaction in the midst of society.

Instagram is ranked first and has been downloaded by more than 1 million users in various parts of the world, and has received 134 million reviews. There is no doubt that Instagram is indeed a social media application that is still the center of attention today, because Instagram is still able to survive in the most popular category along with several other social media.

Picture 1

Instagram the most popular social media



Source: (databoks.katadata.co.id)

The large number of people who use Instagram in Indonesia also makes there a variety of ways to use Instagram, such as for the formation of personal identity, business, promotion, finding relationships, being creative and so on. Since the appearance of Instagram, we can also see that certain community or group accounts are on search sites and Instagram pages. One of them is social group accounts that show the status and personal identity of college students. In addition, the account has other functions such as containing content for promotional activities. Then this community account or student group also displays the creative side that each student has.

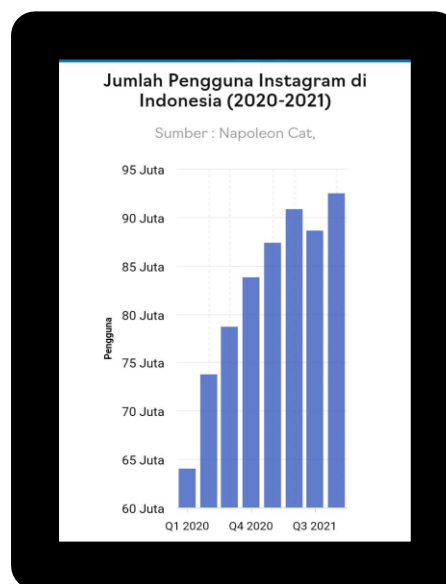
Instagram is a social media for sharing photos and videos with fellow users. Until now, Instagram is still the most preferred and widely used social media application by social media

users. Instagram now seems like there is no limit to the privacy space anymore among its users, this is because Instagram is used as a place to reveal one's identity. Phenomena like this make Instagram a problem as a social media among its users. Humans make photos and videos a priority to look cool or hit on social media to be known by others. Because of this phenomenon, the use of internet media such as social media is no longer just a self-existence. However, also as a lifestyle, socialization, entertainment and the formation of self-identity. Self-identity, when interpreted in a simple way, is a characteristic that belongs to a person, so that this makes him or her look different from other people. Self-identity includes the individual's physical form, the way a person dresses, the voice and language used.

Smartphones and social media seem to have become close friends of today's young people. Because they can freely express themselves, maybe they also spend more time just skating in cyberspace, sharing interesting posts through their personal social media accounts. Likewise with Instagram, on Instagram everyone can express themselves freely through posts that they want to share.

Picture 2

Instagram users in Indonesia (2020-2021)



Source: (databoks.katadata.co.id)

This can be seen based on Napoleon Cat's statistical data, the number of Instagram users in Indonesia over the last 2 years has increased. The number of Instagram users increased in the fourth quarter of 2021 by 4.37% from the last quarter. In this quarter, it was noted that most Instagram users in Indonesia were in the age group of 18-24 years, and in this age group, female users dominated. The age group of 25-34 years is the second user in Indonesia and is also dominated by women. The 13-17 year old group is in third position and the same as the previous age group, Instagram users at this age are also dominated by women (databoks.katadata.co.id).

Since the appearance of Instagram, we can also see that certain community or group accounts are on search sites and Instagram pages. One of them is social group accounts that show the status and personal identity of students. In addition, the account has other functions such as containing content for promotional activities. Then this community account or student group also displays the creative side that each student has. These accounts have their own concept and purpose, using commonly used Instagram usernames. For example, someone named Instagram with the words hits, beautiful, handsome, cool and others. The interaction of a group of people on the account to show the identity of a particular individual with the intent and purpose that may be the same. The same meaning here is that they want to be known and get to know each other through the posts they have shared with the accounts marked by them.

Usually the age group of 18-24 years, as explained by the statistical data above, as the generation of most Instagram users in Indonesia are teenagers who are still studying in college or what we know as 'students'. Where at this age they are still trying to find their identity. The phenomena of the emergence of Instagram accounts on behalf of an agency from a university, make Instagram a place to display the identity of a student. Which is where the admin of the account reposts posts from each student. In these posts, sometimes the admin concerned also displays the biodata of this student and marks their account again.

This phenomenon can also be seen on the univrabhits Instagram account belonging to Abdurrah University students, where the account displays various posts from Abdurrahits students with their own identities that have been formed in their own way. Researchers observed this based on online observations on Instagram social media through the Instagram feed feature and insta stories on the @univrabhits account. The formulation of the research problem is how is the process of forming the identity of students who use Instagram social media (studies on @univrabhits accounts)?.

The purpose of this research is to find out how the process of self-identity formed by Abdurrah students in marking activities on the @univrabhits instagram account.

Self Identity

According to research (Hakim et al, 2021) Self-identity is something that is so important to individuals. The concept leads to what is owned, identified and placed in the social environment. Identity can be interpreted as a certain way of life that has been formed in previous times and determines the type of social role that is carried out.

The formation of self-identity is usually an individual who has a crisis of identity. The social environment also influences the formation of one's identity. This is done to show about themselves to anyone, also self-concept is determined based on thoughts as well as views of oneself.

Self concept is the picture that every individual has contains about how individuals see themselves, how individual judges himself, as well as want him expected human. Self concept doesn't just affect individual in character but also the level of satisfaction obtained in his life. Each individual certainly has a self-concept and can develop into positive or negative self-concept.

However, generally we are individuals do not know whether our self concept is positive or negative. This self concept becomes an identity that distinguishes one individual from another other. The existence of this self concept supports individuals through life, because with self

concept a person will behave the same as self concept (Mustaqimma & Novi Dian Sari, p. 150).

Table 1

The Differences between Negative and Positive Self-Concepts

Negative Self Concept
Positive Self Concept
Sensitive to criticism
Confidence in the ability to solve problems
Very responsive to compliments
Feeling equal to others
Hypercritical
Accept compliments without shame
Tend to feel disliked by others
Be aware that every desire and behavior is not always approved by society
Be pessimistic about the competition
Able to improving self

Source: (Mustaqimma & Novi Dian Sari, 2021)

There are various ways or ideas that may be done by someone, to reveal their identity on social media. It all depends on how they want to be known, not even a few people deviate from the self-identity that has been formed. So this makes the negative and positive sides that occur in the formation of self-identity on Instagram social media.

The formation of self-identity is usually an individual who has an identity crisis. The social environment also influences the formation of one's self-identity. This is done to show about themselves to anyone, also the self-concept is determined based on thoughts as well as views on themselves. In forming self-concept, usually individuals often make figures to be imitated. People sometimes form their identity by imitating other people's values or culture. However, not all individuals do this.

New Media

According to (Rulli Nasrullah, 2016) in (A'yuni, 2018, p. 297) the new media era is an era in which the media has an interactive concept (interaction) between audiences and sources of information. Reforms in this era are identified with technological developments, mass coverage

areas, mass distribution, and different effects of the mass media.

The development of new media to be more dynamic makes old media or mass communication media have to face challenges that are not easy. Social media, such as Facebook, Twitter, Instagram, Youtube, Interactive Blogs present interactions between communities which are called citizen journalism or citizen journalists.

Social Media

Communication in the real world and the virtual world via social media are two different communication practices, in everyday life we cannot freely express opinions openly for various reasons, but by using social media all of this can be done easily (Junaedi, 2019 , p. 157). Social media is one of the children of the online world which has now become a trend that has a very strong impact on the growth of the human mindset. Most of the world's population has made social media a primary means of life (Ainiyah, 2018, p. 224).

Instagram

Instagram is a mobile application based on IOS, Android and Windows phone or a social media application for users to take, edit photos and videos to the Instagram page. The shared photos and videos will later appear on the feeds of other users who are your followers (dailysocial.id, 2015).

Instagram has its own uniqueness as social media, because in a period of time, Instagram always updates its features so that users feel pampered and not bored when using the Instagram application.

Cyber community

Cybercommunity is a virtual life in the online world that is designed through a computer network but remains connected, also has its own social life. The virtual community designs itself completely by relying on social interactions as well as social processes in groups or intra-networks as well as among members of the virtual community. It is certain that the development of the virtual community initially developed from an intra-network system that

developed using a cobweb system so as to create a broad community network. Virtual society uses all methods of real life as a model developed in terms of virtual life. For example, forming social interactions and group life, forming social stratification, shaping culture, forming social institutions, forming power, authority and leadership as well as social control and others (Bungin, 2007) in (Illahi, Nopti Kurnia, and Aditia, 2022, p. 77).

Symbolic Interaction Theory

George Herbert Mead is a figure known as the beginning of the theory of symbolic interactionism. George Herbert Mead said that in symbolic interaction theory, the basic idea is that a symbol separates humans from animals. This symbol comes as a result of the need for each individual to interact with others (Putri, 2017, p. 2-3).

The theory of symbolic interaction assumes that society is a social work. This theory has a special methodology, because symbolic interactionism views meaning as a fundamental component of social interactions. In research on symbolic interactions in society, the theory uses qualitative methods compared to quantitative Mahestu (2012) in (Zanki, 2020, p. 166).

Research Method

The research method approach that the author uses in conducting this research is qualitative. According to Sugiyono, 2007 (Prastowo, 2016, p. 182) qualitative research is the research method used to examine natural problems, data collection techniques are carried out in a unified manner, data analysis has an inductive nature, research results confirm the meaning rather than generalizations.

The type of research that the writer did was descriptive by presenting data in the form of explanatory sentences. Social research using a descriptive structure intends to illustrate, summarize various conditions, various situations or various variables that arise in society which is the object of the research (Bungin, 2013, p. 48). Data collection techniques used are observation, interviews and documentation. The data analysis technique uses data reduction, data presentation and conclusion testing.

METHOD

The research method used is descriptive qualitative with data collection through observation, interview and documentation. Based on the results it was concluded that the formation of self-identity for univrabits students was done by being themselves and some were imitating other individuals.

RESULTS AND DISCUSSION

Abdurrah University or abbreviated as Univrab is located at Jalan Riau end number 73 Pekanbaru City, Riau Province. Abdurrah University started as a chest clinic which is the origin of Prof Dr. Hospital. H. Tabrani Rab in 1979 and in 1983 the Abdurrah Pekanbaru Foundation was born. The name of the foundation is derived from the names of Prof.'s parents. Dr. H. Tabrani Rab namely H. Abdoerrab.

Picture 3

The History of Abdurrah University



Source: Univrab.ac.id

In 1996, the Academy of Nursing (AKPER), the Academy of Pharmacy and Food Analysts (AKAFARMA) was opened in 1999, the Academy of Physiotherapy (AKFIS) and the Academy of Midwifery (AKBID) were opened in 2002 by the Abdurrah Foundation.

On June 7, 2005, Abdurrah University was officially established through the Decree of the Minister of National Education of the Republic of Indonesia NO. 75/D/O/2005. There are 14 total undergraduate and D3 study programs.

Based on the results of interviews and observations, the researcher will provide results from research related to the formation of student self-identity using Instagram social media (studies on the @univrabhits account). The results of this study were obtained based on the research theory of "symbolic interaction" with the informants' answers from a series of interview questions during the research.

Through in-depth interviews with the three informants which were conducted face-to-face, the following researchers will describe descriptively the results of the research problem entitled the formation of student identity using Instagram social media (studies on the @univrabhits account) below:

1. Mind

Mind or thoughts of individual abilities when developing their thoughts on the social phenomena around them. In this mind, individuals have made conscious consideration of what they want to do. At this stage the researcher wanted to find out how Univrahbits students developed their thoughts about the social phenomena they experienced.

During interviews with the three informants regarding their thoughts or reasons for wanting to follow and tag them on the Univrahbits account because they wanted to make more connections, the interactions were widespread and well-known to people. Informants also believed that they could be said to be hits or indeed included in the hits category because they often shared uploads of their activities on social media and besides that they also received reposts when tagging to Univrahbits. Through the findings in the field, the label that researchers can give is the existence of "self-confidence" in the informants themselves as Univrahbits students.

Self-confidence is an individual's positive attitude towards one's own abilities. Usually, as individuals who have self-confidence, they know the value and quality of themselves. Self-confidence will develop and increase if it is honed through the level of self-confidence possessed by the individual, based on the experience experienced.

Through the tagging activities carried out by Abdurrab students to become part of Univrahbits students, it can be said that they are individuals who have self-confidence. Because they believe that they are student hits, they are able to post on behalf of themselves as university students from the tagging activity.

2. Self

The self is the individual's ability to take an action accompanied by a process of thinking, contemplating one's own habits, decisions taken based on the experiences they experience. Or this kind of thing is also called self-reflection, where the individual has started to play in the role he takes through the judgments and perspectives of other people on him.

At this stage the researcher wanted to know how the informants, namely Univrahbits students, reflected on their own experiences based on the title of this study. During interviews with informants, some of them prefer to be themselves rather than imitating others and some are imitating other individuals as the formation of self-identity on Instagram social media. Through the findings in the field, the labels that researchers can give to the answers of these three informants are 'Be yourself' and 'Make others as inspiration'.

a. Be yourself

Being yourself is not pretending or imitating others and being what you are. Being yourself is an important thing in an individual because it is form of loving, accepting and respecting yourself. By being ourselves we will feel happy and not feel burdened by anything.

These people who are themselves are self-confident individuals. Because usually when someone who is not himself is a person who is not confident in his own abilities. Things like that will make someone tired of living their life because they have to keep pretending to be someone else. From the explanation above, it shows that the results of the interviews are in accordance with the statements of the research informants.

Based on the findings in the field, 2 out of 3 informants chose to be themselves and not

imitate others when forming their identity on Instagram social media. However, there is a different statement from informant 3, who said that he used other people as sources of inspiration when posting something.

b. Making Others As Inspiration

Inspiration in general is the motivation that a person gets from other people. The person can be from ordinary people or certain figures who provide stimulus to someone in the way they feel, think and act. Without realizing it, people who have inspired others, it makes them have positive energy in living their lives.

For example, someone admires someone who inspires them, that person is an idol figure. So, in order to be the same as the person he likes or admires, the individual tries to make his idol his inspirational figure.

Based on the results of the field findings, not all Univrahbits students in the formation of self-identity on Instagram social media have the concept of being themselves. However, there are also those who choose the concept of self-identity by 'Making Others As Inspiration'. The informant said that he wanted to be known through the content he created and also wanted to be seen as an updated student. Through this answer, the label that the researcher can give is the student of the Univrahbits "Want to be recognized by others".

c. Want to be recognized by others

This trait is a form of wanting to be seen, valued and seen by others because of a certain thing. Satisfaction that is obtained from the recognition of others for oneself can be in the form of happiness, happiness because it is known and acknowledged by other individuals or the public.

Actually, the nature of wanting to be recognized by others has positive and negative sides. Maybe if from a positive side someone who wants to be seen by others will usually try their best to show their value or quality. However, on the negative side, humans like this will feel burdened because they make other people the benchmark for their happiness. Based on field observations during interviews, the information provided by the informants indicated that they wanted to be

recognized by people through posts that had been shared on social media when tagging the Univrahbits account.

d. Creativity

Creativity is a person's ability to find innovations or ideas by means of creative thinking. Although it can be said that all people actually have a creative nature, however, not everyone who has creativity wants to hone their creative power.

Because it is very important for someone who has creativity to hone their skills so that their creativity will increase. Not only that, by being creative someone will also be a person who looks different and has special values for himself and also for others of course.

Based on the findings in the field during interviews with the three informants, the information provided shows that Univrahbits students are students who have 'creativity'. This is evidenced by their answers regarding efforts to get the admin's repost in question.

3. Society (society)

Society or also called society is a social network that mutually responds to stimuli from a phenomenon, social interaction is established through a combination of mind and self indicators. At this stage the researcher wants to know whether the social interaction that exists between Univrahbits students and the community achieves the goal.

When conducting interviews with informants they said that they were happy to get reposts from the admin, then through this activity the number of likes, followers and number of views on posts shared on Instagram social media increased. Through this answer, there is a label that researchers can give, namely the existence of 'social support' that is obtained by Univrahbits students from the community regarding their posts on Univrahbits.

a. Social Support

Social support is a form of response or attitude towards other individuals in social networks. The response given can make a person feel cared for, loved, valued, seen and accepted by other people. This social support can be given orally and in

writing or also in other sign languages when communicating.

Based on the findings in the field through interviews with informants, when tagging the Univrabhits account the admin concerned reposted posts from Abdurrab students. So, the naming of the university student was also obtained by the student. So, from this it shows unconsciously, when a person gets motivated he it can be concluded that the social interactions

b. Motivation

Motivation is an encouragement or desire of a person or group of people in achieving a goal because there are things that affect them. This motivation can be obtained from the internal and external environment and consciously or will be

CONCLUSIONS

The formation of self-identity that is passed by university students turns out to be formed based on internal factors and external factors. The internal factor is that students usually prioritize the contents of Instagram content that they want to tag to the Univrabhits account that has campus elements. This they do solely so that the posts they have marked get reposted by the Univrabhits admin.

The results of this study reveal that the formation of self-identity carried out by Univrabhits students is by being themselves and some are using others as inspiration. The process of forming self-identity is also accompanied by a creative mindset built by Univrabhits students, for example, through the efforts they make to get reposts on their posts. Students try to improve the content or highlight the content with interesting content.

Students also want to be even better, namely by receiving suggestions and input from followers regarding post requests or further content. So that in this post, the social interactions carried out by Univrabhits students and admins managed to build communication with other communities.

even more eager to maximize the efforts of the goals to be achieved.

Based on the findings in the field during interviews with informants, they provided information through statements that had been submitted that from the social support they received they were increasingly motivated to mark their return to the Univrabhits account.

carried out by these two actors, namely Univrabhits students and Univrabhits admins, are able to establish social interactions that they build with the community. So that these social interaction activities make 'Motivation' for Univrabhits students to develop even better in their posts on Instagram.

that the informant gets 'social support' from the community.

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