



## Lifestyle construction on Instagram media on consumer behavior of students at the Faculty of Da'wah and Communication

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### ABSTRACT

Teenagers' playtime and study time, especially students, are influenced by advances in communication technology, both positively and negatively. Students use social media to communicate with friends, share homework, play games, and/or fill their free time, to do college assignments. This study aims to examine how students of the Islamic Communication and Broadcasting Study Program at UIN Sumatera Utara use Instagram in their daily lives related to the wasteful behavior of students. The method used in the study is qualitative carried out through observation by conducting direct observations, interviews conducted through interaction, and documentation made in references from literature related to the focus of the study. The results of the study indicate that Instagram plays an important role in shaping the lifestyle of consumptive students. Students are often influenced by content that displays a luxurious lifestyle, which encourages them to shop for unnecessary items and try to display an ideal image on social media. This finding is consistent with the theory of social construction which states that social media users can create reality through interaction on the platform. This study highlights the use of Instagram social media which can influence student behavior that tends to be consumptive, although this is not entirely a problem caused by the presence of social media in the current era.

**Keywords:** Social Media, Instagram, Behavior.

### ABSTRAK

Waktu bermain dan belajar remaja, khususnya mahasiswa dipengaruhi oleh kemajuan teknologi komunikasi baik secara positif maupun negatif. Mahasiswa memanfaatkan media sosial untuk berkomunikasi dengan teman, berbagi pekerjaan rumah, bermain game, dan/atau mengisi waktu luang, hingga mengerjakan tugas kuliah. Penelitian ini bertujuan untuk mengkaji bagaimana mahasiswa Program Studi Komunikasi dan Penyiaran Islam di UIN Sumatera Utara dalam menggunakan Instagram dalam kehidupan sehari-hari yang berkaitan dengan perilaku boros dari mahasiswa. Metode yang digunakan dalam penelitian adalah metode kualitatif yang dilakukan melalui observasi dengan melakukan pengamatan secara langsung, wawancara yang dilakukan melalui interaksi, dan dokumentasi yang dibuat dalam referensi dari literatur yang berkaitan dengan fokus penelitian. Hasil penelitian menunjukkan bahwa Instagram berperan penting dalam membentuk gaya hidup mahasiswa yang konsumtif. Mahasiswa seringkali terpengaruh oleh konten yang menampilkan gaya hidup mewah, yang mendorong mereka untuk berbelanja barang-barang yang tidak diperlukan dan berusaha untuk menampilkan citra yang ideal di media sosial. Temuan ini konsisten dengan teori konstruksi sosial yang menyatakan bahwa pengguna media sosial dapat menciptakan realitas melalui interaksi di platform tersebut. Penelitian ini menyoroti penggunaan media sosial instagram yang dapat mempengaruhi perilaku mahasiswa yang cenderung konsumtif, meskipun hal tersebut juga tidak sepenuhnya menjadi permasalahan yang disebabkan oleh hadirnya media sosial di era sekarang ini.

**Keywords:** Social Media, Instagram, Perilaku.

## INTRODUCTION

The rapid advancement of modern times has led to an increase in communication access technology, facilitating socialization and conversation between individuals. The proliferation of social media platforms has made it easier for people to communicate or just look for fun online. Based on data owned by the Indonesian Internet Service Providers Association (APJII) through the Kompas page, it explains that the number of internet users in Indonesia reached 210 million users in 2022.<sup>1</sup> This number is certainly very high when compared to the population of Indonesia which reached 270 million people according to data from the Central Statistics Agency in 2020.<sup>2</sup> The large number of internet users is not impossible if most of them are dominated by social media users from various groups, both old and young.

Teenagers today are living in the digital age, and social media plays a role in their lives.<sup>3</sup> Social media is a platform that emphasizes user presence and helps users engage in activities and collaborate.<sup>4</sup> An important component of the college experience is the student's lifestyle, which includes several factors such as nutrition, exercise, social contact, and self-perception.<sup>5</sup> However, significant advances in social media and technology, particularly those related to the Instagram platform, have had an impact on the way students view and live their lives in recent years<sup>6</sup>. Among the several platforms available, Instagram is the most popular among students.<sup>7</sup> Instagram can be considered a photo-sharing program that allows users to take pictures, edit them with digital filters, get and share news, and post images to Instagram and other social media platforms.<sup>8</sup> In 2010, two best friends named Kevin Systrom and Mike Krieger founded Instagram.

The use of Instagram social media encourages behavior change among students, especially those who are enrolled in the Islamic Broadcasting and Communication study program of UIN Sumatera Utara. KPI UIN Sumatera Utara students who currently use Instagram as a communication tool realize that the platform has grown to mean a lot to them. Students' shopping habits have changed significantly thanks to the use of Instagram, starting

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<sup>1</sup> "Pengguna Internet Di Indonesia Tembus 210 Juta Pada 2022 Halaman All - Kompas.Com," accessed October 19, 2022, <https://tekno.kompas.com/read/2022/06/10/19350007/pengguna-internet-di-indonesia-tembus-210-juta-pada-2022?page=all>.

<sup>2</sup> Badan Pusat Statistik, "Sensus Penduduk Republik Indonesia Tahun 2020," accessed August 2, 2024, <https://sensus.bps.go.id/main/index/sp2020>.

<sup>3</sup> Ni'amulloh Ash Shidiqie, Nouval Fitra Akbar, and Andhita Risko Faristiana, "Perubahan Sosial Dan Pengaruh Media Sosial Tentang Peran Instagram Dalam Membentuk Identitas Diri Remaja," *Simpaty* 1, no. 3 (June 11, 2023): 98–112, <https://doi.org/10.59024/simpaty.v1i3.225>.

<sup>4</sup> Nurul Wahyuni, Ana Yohana, and Rizky Muslim Hidayat, "Implikasi Media Sosial (Instagram) Pada Gaya Hidup Di Kota Banjarmasin," *Jurnal Riset Inspirasi Manajemen Dan Kewirausahaan* 6, no. 2 (2022), <https://doi.org/10.35130/jrimk>.

<sup>5</sup> Erick Alpredo Sianipar, "Instagram Sebagai Pengaruh Kuat Dalam Transformasi Gaya Hidup Mahasiswa," n.d., <https://doi.org/10.54209/judge.v3i02.354>.

<sup>6</sup> Dennis Dita Praditia and Nina Yuliana, "Pengaruh Media Sosial Instagram Terhadap Konstruksi Realitas Sosial Pada Komunitas Mahasiswa Untirta," *Jurnal Sosial Dan Humaniora* 1, no. 2 (2023): 206–11.

<sup>7</sup> Ni'amulloh Ash Shidiqie, Nouval Fitra Akbar, and Andhita Risko Faristiana, "Perubahan Sosial Dan Pengaruh Media Sosial Tentang Peran Instagram Dalam Membentuk Identitas Diri Remaja."

<sup>8</sup> Rangga Putra Perssela, Rajab Mahendra, and Winda Rahmadiani, "Pemanfaatan Media Sosial Untuk Efektivitas Komunikasi" 2, no. 3 (December 30, 2022): 650–56, <https://doi.org/10.36085/jimakukerta.v2i3.4525>; Lauren A. Ricciardelli, Adam E. Quinn, and Larry Nackerud, "'Human Behavior and the Social Media Environment': Group Differences in Social Media Attitudes and Knowledge among U.S. Social Work Students," *Social Work Education* 40, no. 4 (May 19, 2021): 473–91, <https://doi.org/10.1080/02615479.2019.1710125>.

from lifestyle and fashion. Instagram is a platform that facilitates the sharing of images and videos online.<sup>9</sup> It also serves as a social network where users can share content with other Instagram users.

The above things may have more impact on the younger generation. Sociopsychologically, the continuous flow of information in our lives will affect the development of our psyche, especially in children and adolescents. What they receive ultimately affects their behavior patterns, which can deviate from their stage of psyche development and the corresponding norms.

With changes and technological developments that are used as a benchmark for lifestyle or even as a place to show self-identity for students. This research was conducted within the Faculty of Dakwah and Communication, Department of Islamic Communication and Broadcasting, UIN Sumatera Utara. The object of this study is Islamic communication and broadcasting students in semesters 2, 4, 6, and 8.

From the above explanation, the problem formulation can be taken, namely how Instagram media can change the reality of student life and how the construction of lifestyle on Instagram media can affect wasteful behavior among students of the Faculty of Dakwah and Communication, Islamic Communication and Broadcasting Study Program, UIN Sumatera Utara. The purpose of this study is to find out the extent to which Instagram changes student behavior within the Faculty of Dakwah and Communication, Islamic Communication and Broadcasting Study Program, UIN Sumatera Utara.

Based on the explanation given, this study is consistent with several previous studies, such as the one entitled "The Construction of Instagram Communication on the Mindset of Behavioral Sociology of Education". The findings of student research presented in Nursalam and Jamaluddin Arifin's writings make it clear that Instagram is a platform that facilitates the sharing of images, videos, and social network content on the internet. use Instagram to market their products or grab and share with their friends.<sup>10</sup>

Bimo's research with the title Social Existence of Adolescents in Instagram.<sup>11</sup> The result of the research is that existence can be known by one word, namely existence, where the existence in question is the response from the people around us, proving that our existence is recognized. Research by Riki and Muhammad Ali entitled The Influence of Instagram Social Media Use Intensity and Conformity on Consumptive Behavior Among Generation Z.<sup>12</sup> The results of his research are that the use of Instagram social media affects the behavior of a teenager which makes the desire to always be accepted for his existence.

In a previous study entitled The Implications of Social Media (Instagram) on Lifestyle in the City of Banjarmasin which was researched by Nurul Wahyuni, Ana Yohana, Rizky Muslim Hidayat.<sup>13</sup> Based on the findings of the research, there are different perspectives regarding the potential of social media for self-actualization, self-existence, accommodating and releasing ideas, entertainment, and building community. Social media has removed barriers to social interaction and, ultimately, had a major impact in redressing social injustice.

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<sup>9</sup> Sianipar, "Instagram Sebagai Pengaruh Kuat Dalam Transformasi Gaya Hidup Mahasiswa."

<sup>10</sup> Jamaluddin Nurbaya, Arifin, "Konstruksi Sosial Media Komunikasi Instagram Terhadap Pola Pikir," n.d.

<sup>11</sup> Bimo Garda Perdana Mahendra, "Eksistensi Sosial Remaja Dalam Instagram," *Jurnal Visi Komunikasi*, vol. 16, 2017.

<sup>12</sup> Riki Khrishananto and Muhammad Ali Adriansyah, "Pengaruh Intensitas Penggunaan Media Sosial Instagram Dan Konformitas Terhadap Perilaku Konsumtif Di Kalangan Generasi Z," *Jurnal Imiah Psikologi* 9, no. 2 (2021): 323–36, <https://doi.org/10.30872/psikoborneo>.

<sup>13</sup> Wahyuni, Yohana, and Hidayat, "Implikasi Media Sosial (Instagram) Pada Gaya Hidup Di Kota Banjarmasin."

Previous research entitled *Social Change and the Influence of Social Media on the Role of Instagram in Shaping Adolescent Self-Identity*.<sup>14</sup> Research findings show that the use of Instagram by teens affects their perception of beauty and social norms. Images shared by celebrities, friends, or other influencers who are considered ideal models often have an impact on teens. The previous research was titled "The Influence of Communication and Social Transformation on Instagram Users".<sup>15</sup> The conclusion of the study highlights the influence of Instagram on communication by helping users and informants meet new individuals and develop effective conversations even in situations when they are strangers.

The description of previous research that has been presented above certainly has differences between the research conducted by the researcher. The difference in research is found in several aspects, namely the subject and object of the research, the subject chosen by the researcher is Lifestyle Construction in Instagram Media Against Wasteful Behavior of Students and the object of the research is KPI Students of UIN Sumatera Utara.

Therefore, the academic community of the Faculty of Dakwah and Communication, Islamic Communication and Broadcasting Study Program (KPI) UIN Sumatera Utara is interested in finding out more about the influence of Instagram on students' daily lives in utilizing social media.

The rapid and widespread dissemination of information, which allows for rapid and equitable social construction, is the core of the mass media social construction theory. Mass opinion is also shaped by fabricated reality; It is usually cynical and a priori.<sup>16</sup>

The main task of the mass media is to create a variety of realities that will be broadcast on television, given the nature and facts they report. Through the sharing of actual events, the media organizes reality to create a significant narrative or discourse. Consequently, it can be said that all media information is created as a reality (*construction reality*) in the form of meaningful discourse.<sup>17</sup>

In a sense, media consumers create reality. Social media content is a product of users who create their reality, including the reality of social life. For example, Instagram posts about glamorous lifestyles are the result of users creating reality about events that are commonly called current lifestyles.

Meanwhile, the QS. Al-Isra' 17: Verse 27 of the Qur'an makes it clear that having something excessive is bad. This is as stated in the following words of Allah SWT:

إِنَّ الْمُبَدِّرِينَ كَانُوا إِخْوَانَ الشَّيْطَانِ ۗ وَكَانَ الشَّيْطَانُ لِرَبِّهِ كَفُورًا

"Indeed, those who are extravagant are the brothers of Satan, and the devil is very disobedient to his Lord." (QS. Al-Isra' 17: Verse 27)<sup>18</sup>

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<sup>14</sup> Ni'amulloh Ash Shidiqie, Nouval Fitra Akbar, and Andhita Risiko Faristiana, "Perubahan Sosial Dan Pengaruh Media Sosial Tentang Peran Instagram Dalam Membentuk Identitas Diri Remaja."

<sup>15</sup> Muya Syaroh Iwanda Lubis, "Dampak Komunikasi Dan Perubahan Sosial Bagi Pengguna Instagram (Studi Deskriptif Kualitatif Bagi Pengguna Media Sosial Instagram Di Instansi Dinas Pendidikan Sumatera Utara)," *Warta Dharmawangsa*, no. 55 (September 18, 2018), <https://doi.org/10.46576/wdw.v0i55.209>.

<sup>16</sup> Zakaria Siregar, "Social Construction Of Mass Media (Konstruksi Sosial Media Massa)" 3 (May 3, 2018): 51-58., <https://doi.org/10.31227/OSF.IO/V2B8C>.

<sup>17</sup> Hasyim Ali Imran, "Konstruksi Media tentang Realitas Korupsi Anggota Parlemen: Analisis Teks Norman Fairclough Terhadap Teks/Berita Korupsi Anggota DPR RI Terkait Kasus Aliran Dana BI di DPR dalam Surat kabar Media Indonesia," *Jurnal Studi Komunikasi dan Media* 15, no. 1 (2011): 53–81, <https://doi.org/10.31445/jskm.2011.150102>.

<sup>18</sup> Al-Qur'an Al-Hufaz, *Al-Qur'an Hafalan Mudah Tajwid Warna Dan Terjemahan* (Bandung: Cordoba, 2021).

Social construction is the process by which individuals create social reality through interaction.<sup>19</sup> The theory of social constructivism explains that mass media, including Instagram, shape individual perceptions and realities, where users tend to present an ideal version of themselves.<sup>20</sup> This paradigm views social reality as the result of individual free will, which can operate beyond the boundaries of institutions and social structures.

Communication patterns between humans have also changed along with technological developments. Social interactions are usually done in person, but with the existence of social media such as Instagram, the boundaries between reality and cyberspace are becoming increasingly blurred. Students who live in this digital era feel that almost every aspect of their lives is integrated with technology. Instagram provides many great opportunities for them to express and interact with a wider network. However, these platforms also have the potential to change their perception of the real reality.

It turns out that the accessibility of social media affects learning and play. This happens for a variety of reasons, including the level of conformity shown by adolescents, the absence of parental supervision, and the lack of government involvement even though the government has the authority to regulate the use of social media.

## RESEARCH METHODS

This study uses a qualitative method with a case study approach to provide a detailed description of information collected from other individuals, including oral and written statements and observed behavior.<sup>21</sup> This study summarizes student behavior related to Instagram usage and understands the context of data in a wider social environment through interactive interviews during direct observation. The stages in this study consists of several stages, including problem identification, literature review, research purposes, data collection, data interpretation, and reporting as in Figure 1<sup>22</sup>.



**Figure 1. Research Flow**

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<sup>19</sup> Praditia and Yuliana, “Pengaruh Media Sosial Instagram Terhadap Konstruksi Realitas Sosial Pada Komunitas Mahasiswa Untirta.”

<sup>20</sup> Irwanto Irwanto and Laurensia Retno Hariatiningsih, “Identitas Diri Pada Media Sosial (Konstruksi Sosial Dan Potensi Rumor Pengguna Instagram),” *Jurnal Komunikasi* 10, no. 2 (2019): 184–90, <https://doi.org/10.31294/jkom.v10i2.6411>.

<sup>21</sup> Sugiyono, *Metodologi Penelitian Kuantitatif, Kualitatif Dan R & D*, 2020.

<sup>22</sup> J.R. Raco, *Metode Penelitian Kualitatif: Jenis, Karakteristik, Dan Keunggulannya* (Jakarta: Grasindo, 2010).

(1) Problem identification is done by identifying a detailed phenomenon, where in this study is the impact of Instagram social media on student behavior. (2) Literature review in the form of searching for library materials needed for research. (3) Research purposes to identify the objectives of the research. (4) Data collection, this study uses interview, observation, and documentation methods to collect data. (5) Data interpretation which is an analysis of previously collected data. (6) Reporting, to describe the results of the research descriptively so that readers seem to be directly involved in this research<sup>23</sup>. Based on the research flow, in this study, the documentation produced is in the form of excerpts from books related to the research topic. Data were collected through participatory observation and in-depth interviews with students of the Islamic Communication and Broadcasting study program at UIN Sumatera Utara, and supported by an analysis of their social media documents, to see how Instagram influences students' consumer behavior.

This study aims to determine the impact of Instagram media on the consumer life of students of the Faculty of Dakwahh and Communication, Islamic Communication and Broadcasting study program, UIN Sumatera Utara. The informants in this study were KPI Study Program Students, in Semesters 2,4,6 and 8. Instagram account users @\_cutade, @susilawati\_regar, @putriaulianatasyaa, @aprzl\_ilmi, @andrehadiii, @fachrianwar\_, @nallashakira, @ra.rhmnda\_, @dip.rooms, @abrorhs\_02.

## RESULTS AND DISCUSSION

Based on the formulation of the problem in this study, entitled Lifestyle Construction on Instagram Media on the Consumptive Behavior of Students of the Faculty of Dakwahh and Communication, Islamic Communication and Broadcasting Study Program, UIN Sumatera Utara, it can be found that social and cultural pressure on social media can affect students' behavior and self-perception.

Using observation, interviews, and recording of informants who are the main sources of informants and have been identified as research informants. The following is an important description of the research results. (1) The use of Instagram social media that encourages changes in student behavior. One informant explained that Instagram is one of the media that informants use to develop social life to be able to get to know new people in life<sup>24</sup>. In addition, the informant also added that Instagram is a place to support the thirst for basic things that according to the informant are cool because they are done by idols or people they like. (2) Factors of changes in Instagram social media towards student behavior. Changes in student behavior caused by these students include users who are addicted to using Instagram and to look cool. This is explained by one of the informants that addiction to using Instagram is to look aesthetic in the social life on social media<sup>25</sup>. Then another informant also added that the use of Instagram was done to look cool and not out of date. (3) The impact of changes in social media on student behavior. This is as per the data from the informant which explains that the behavior change is to the point of selecting places or food that are Instagrammable to attract a lot of interest to bring in a lot of likes from other Instagram users. In addition, the

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<sup>23</sup> John W. Creswell, *Penelitian Kualitatif & Desain Riset: Memilih Diantara Lima Pendekatan* (Yogyakarta: Pustaka Pelajar, 2015).

<sup>24</sup> Praditia and Yuliana, "Pengaruh Media Sosial Instagram Terhadap Konstruksi Realitas Sosial Pada Komunitas Mahasiswa Untirta."

<sup>25</sup> Sri Dita Ayu Anggraini and Maria Agatha Sri Widyanti Hastuti, "Pengaruh Media Sosial Instagram Dan Gaya Hidup Terhadap Perilaku Konsumtif Mahasiswa Program Studi Pendidikan Ekonomi Universitas Bhinneka PGRI Tulungagung Tahun Akademik 2022/2023," *JURNAL ECONOMINA* 2, no. 8 (August 8, 2023): 2019–35, <https://doi.org/10.55681/economina.v2i8.715>.

informant always thinks about aesthetics to improve the algorithm for how to live life on personal Instagram.

Instagram media is used as a place to display a glamorous and fun lifestyle to get recognition or acceptance from friends and followers.<sup>26</sup> However, the reality is that the content shared may not always reflect everyday life. This can create additional pressure for those who feel like they have to always look perfect on the Instagram social media platform.

The phenomenon in which social media users, particularly Instagram, use the platform to showcase a glamorous and fun lifestyle to gain social recognition or acceptance from their friends and followers, has been the subject of attention in research on the impact of social media on psychological well-being.<sup>27</sup> While the content shared may not always reflect everyday reality, users often feel compelled to show an "engineered" version of their life to meet the expectations and standards set by their online environment.

This can create additional pressure for individuals who feel the need to always look perfect or conform to the norms perceived on social media. This concept is often referred to as "pressure to look perfect" or "social media pressure". Psychological studies show that exposure to content that depicts an ideal or unrealistic lifestyle can contribute to feelings of low self-esteem, social anxiety, and low life satisfaction.<sup>28</sup>

One doesn't need a lifestyle; They just compete to follow trends because they don't want to be left behind by others. Today's students often live a wasteful life, prioritizing lifestyle over tuition needs. For example, they may choose to spend their money on something that is currently popular on social media, such as buying food or drinks at a popular café. At exorbitant costs, the latest cosmetics, apparel, motorcycle accessories, laptops, smartphones, and online gaming credits are added to its funds for educational purposes.

Some people find following trends beneficial, but if done excessively, it can also be detrimental.<sup>29</sup> Another problem that some students face is that their parents' tuition allowance is their only source of income, which can be a problem if students have other problems. As such, it is important to recognize that the content presented on social media is often an engineered representation of a person's life, and does not reflect the whole the actual situation<sup>30</sup>. Awareness of this can help individuals reduce adverse social comparisons and focus on more authentic and satisfying aspects of their lives beyond the digital realm.

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<sup>26</sup> Damar Wibisono, "Pengaruh Penggunaan Instagram Terhadap Eksistensi Diri Remaja (Studi Pada Mahasiswa Di Lingkungan Fisip Unila)," *SOSIOLOGI: Jurnal Ilmiah Kajian Ilmu Sosial Dan Budaya* 22, no. 2 (September 5, 2020): 145–64, <https://doi.org/10.23960/sosiologi.v22i2.65>; Bekalu Tadesse Moges et al., "Psychosocial Role of Social Media Use within the Learning Environment: Does It Mediate Student Engagement?," *Cogent Education* 10, no. 2 (December 11, 2023): 2276450, <https://doi.org/10.1080/2331186X.2023.2276450>.

<sup>27</sup> Praditia and Yuliana, "Pengaruh Media Sosial Instagram Terhadap Konstruksi Realitas Sosial Pada Komunitas Mahasiswa Untirta."

<sup>28</sup> Rifqi Agianto, Anggi Setiawati, and Ricky Firmansyah, "Pengaruh Media Sosial Instagram Terhadap Gaya Hidup Dan Etika Remaja," *Tematik* 7, no. 2 (2020): 130–39, <https://doi.org/10.38204/tematik.v7i2.461>; Septia Rani, Zulfa Khoirunisa, and Andhita Risko Faristiana, "Perubahan Sosial Dalam Perkembangan Instagram Di Kalangan Mahasiswa," *JISPENDIORA Jurnal Ilmu Sosial Pendidikan Dan Humaniora* 2, no. 2 (June 10, 2023): 15–28, <https://doi.org/10.56910/jispendiora.v2i2.634>.

<sup>29</sup> Wahyuni, Yohana, and Hidayat, "Implikasi Media Sosial (Instagram) Pada Gaya Hidup Di Kota Banjarmasin."

<sup>30</sup> Anggraini and Hastuti, "Pengaruh Media Sosial Instagram Dan Gaya Hidup Terhadap Perilaku Konsumtif Mahasiswa Program Studi Pendidikan Ekonomi Universitas Bhinneka PGRI Tulungagung Tahun Akademik 2022/2023."

The phenomenon of a dynamic and exploratory student lifestyle, which often highlights experiences and adventures, raises important questions about its impact on academic performance. This concept is closely related to the theories of time and stress management in the context of individual resource management.<sup>31</sup> First of all, an understanding of the concept of time management is necessary to analyze how college students divide their time between academic, social, and recreational activities. Studies have shown that poorly managed time flows can hinder students' ability to complete academic tasks effectively and meet set deadlines.

In addition, stress and coping theories become relevant in this context. College students who experience stress due to academic and social stress may be more likely to use unhealthy coping strategies, such as avoiding academic tasks or diverting their attention to more enjoyable recreational activities<sup>32</sup>. The negative impact of this coping strategy can have an impact on overall academic performance. It is important to also take into account the psychological and social factors that influence students' lifestyle choices. For example, college students who tend to experience low levels of self-satisfaction or a high need for social affiliation may be more vulnerable to lifestyles that lead to social isolation.

In this context, a holistic and evidence-based intervention approach is key. Educational institutions can design programs that support effective time management, teach adaptive coping strategies, and promote psychological and social well-being for students. Thus, a dynamic and exploratory lifestyle can be integrated in a balanced manner with optimal academic achievement.

## CONCLUSION

The rapid development of communication technology has increased access to communication and facilitated socialization and conversation between individuals. The proliferation of social media platforms, such as Instagram, has made it easier for people to communicate and seek entertainment online. Based on data from the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia reached 210 million in 2022. This figure shows that most internet users, especially the younger generation, dominate the use of social media. Social media, especially Instagram, plays a significant role in the lives of teenagers, including students. Instagram is not only a platform for sharing photos and videos, but also a tool for communication and forming self-identity. This study shows that the use of Instagram has changed the consumer behavior patterns of students in the Islamic Communication and Broadcasting Study Program (KPI) at the Faculty of Dakwah and Communication, UIN Sumatera Utara. The results of the study show that Instagram affects students' shopping habits, lifestyle, and self-perception. Some of the factors that drive this behavioral change include the urge to appear cool and aesthetic on social media, as well as social pressure to follow trends and gain recognition from peers. However, this change also creates pressure to always look perfect and by existing norms on social media. Exposure to content depicting an idealized lifestyle can contribute to low self-esteem, social anxiety, and life dissatisfaction. Therefore, individuals need to realize that

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<sup>31</sup> Sianipar, "Instagram Sebagai Pengaruh Kuat Dalam Transformasi Gaya Hidup Mahasiswa."

<sup>32</sup> Anggraini and Hastuti, "Pengaruh Media Sosial Instagram Dan Gaya Hidup Terhadap Perilaku Konsumtif Mahasiswa Program Studi Pendidikan Ekonomi Universitas Bhinneka PGRI Tulungagung Tahun Akademik 2022/2023"; Rahayu Mardikaningsih and Didit Darmawan, "Pengaruh Prestasi Akademik, Literasi Bisnis, Dan Gaya Hidup Terhadap Intensi Mahasiswa Berwirausaha," *Jurnal Ilmiah Satyagraha* 6, no. 2 (August 5, 2023): 249–61, <https://doi.org/10.47532/jis.v6i2.852>.



content on social media is often a fabricated representation of a person's life and does not reflect the actual situation. In addition, the dynamic and explorative lifestyle of students can affect their academic performance. Effective time management and coping strategies are essential to managing academic and social pressures. Educational institutions need to design programs that support good time management, teach adaptive coping strategies, and promote psychological and social well-being for students. Thus, although social media such as Instagram has the potential to affect students' behavior and lifestyle, a holistic and evidence-based intervention approach can help integrate a dynamic lifestyle with optimal academic achievement. However, Instagram social media can still have a positive impact if students can utilize social media properly and set limits so as not to be too excessive in using social media, so as not to fall into the negative impacts of using Instagram social media.

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