



UTILIZATION OF INSTAGRAM IN SHAPING ADOLESCENT LIFESTYLES: A CASE STUDY OF SMPN 9 KOTA TEBING TINGGI

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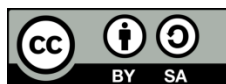
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ABSTRACT

The development of social media, particularly Instagram, has influenced communication patterns and the formation of adolescent lifestyles in the early stages of their social development. However, studies on the use of Instagram in shaping adolescent lifestyles at the junior high school level are still relatively limited compared to research on high school and college students. This study aims to analyze the use of Instagram in shaping adolescent lifestyles at SMP Negeri 9 Tebing Tinggi City. The study used a qualitative approach with a case study method. Informants were selected purposively, namely students who actively use Instagram. Data were collected through observation, interviews, and documentation, then analyzed using the Miles and Huberman interactive model, which includes data reduction, data presentation, and drawing conclusions. The results show that Instagram is used by adolescents as a medium for entertainment, social interaction, and a means of following trends. The upload, story, like, and comment features also influence how adolescents present themselves and interpret their lifestyles, especially in terms of dress, social activities, and tendencies to follow digital trends. This study confirms that Instagram plays a role as a digital communication space that contributes to the formation of adolescent lifestyles, although face-to-face interaction remains important in their social lives.

Keywords: Instagram, digital communication, teenage lifestyle, social media, SMP

1. INTRODUCTION

The development of information technology has driven significant changes in people's communication practices, particularly through the presence of digital media, which enables the exchange of messages quickly, flexibly, and across space. Digital communication is no longer merely a means of conveying information; it has also evolved into a social interaction space that influences how individuals build relationships, present themselves, and respond to their environment (Andi Asari et al., 2023; Nathan Mangara & Rara Cindoswari, 2023). In the context of adolescent life, this change is increasingly important because digital media coincides with a phase of psychological development characterized by the need for recognition, social acceptance, and the search for identity.

In line with these developments, social media has become one of the most dominant media in adolescents' daily lives. Social media provides a participatory space that allows users to continuously produce, share, and interpret various forms of messages. The presence of this digital space is shifting patterns of social interaction from primarily face-to-face to increasingly connected, platform-based communication. Thus, social media not only acts as a communication tool, but also as an arena for forming values, preferences, and orientations of its users' social behavior (Ikram & Muktaruddin, 2024; Indri Nitami, 2023).

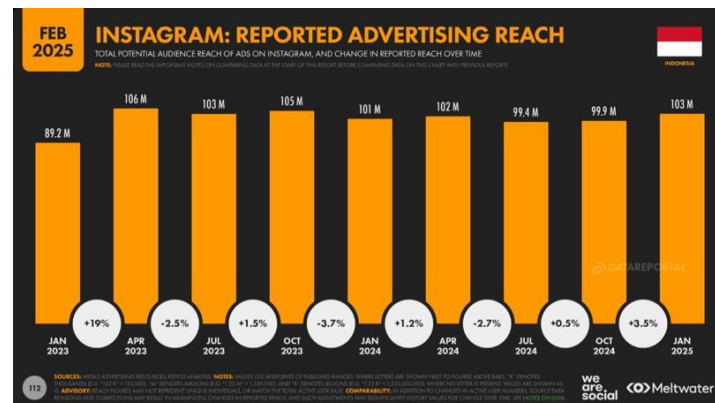


Figure 1.1 Data quoted from Meltwater: Global Overview Report. January 16, 2026

Among the various emerging platforms, Instagram holds a crucial position as a visual social media platform deeply embedded in the lives of the younger generation. Through its photo, video, reels, stories, likes, comments, and direct messages features, Instagram enables teenagers to construct self-presentations while interacting with their social environment symbolically and repeatedly. This platform encourages users to openly display their activities, tastes, appearance, and lifestyle, blurring the lines between communication, self-expression, and social image. Therefore, Instagram functions not only as a medium for entertainment but also as a digital social space that can shape teenagers' orientations toward what is considered interesting, worthy of following, and valuable within their peer groups (Sikumbang et al., 2024; Sosiawan & Wibowo, 2019).

In the context of teenagers, Instagram use has broader implications than simply media activity. Intense exposure to visual content can influence how teenagers view themselves, their bodies, their appearance, and the social standards that develop within their environment. Teenagers tend to interpret social responses such as likes, comments, and the number of views as a form of social acceptance. Therefore, interactions on Instagram can influence self-confidence and the tendency to follow certain trends. At this point, adolescents' lifestyles are no longer solely shaped by their family and school environments, but also by the digital symbols they continually consume and reproduce in their daily lives (Nurhayati, 2023; Rahman & Purnomo, 2020). Lifestyle itself is understood as a pattern of living reflected in an individual's activities, interests, and opinions, which dynamically evolve through interactions with their social environment (Daniyah Khansa & Yuliaty Subarsa Putri, 2022).

For junior high school students, this issue becomes even more relevant. In early adolescence, students are undergoing a developmental transition marked by physical,

emotional, and social changes, as well as an increasing need for peer acceptance. At this stage, social media often serves as an alternative space for building social recognition, projecting self-image, and conforming to group standards. Instagram can then function as a space where adolescents not only communicate but also learn about clothing styles, posing styles, social interactions, and even habits considered modern or popular. Thus, Instagram use has the potential to influence the formation of adolescents' lifestyles from the early stages of their social development (Fauzan & Harahap, 2025; Ainiyah & Mudlofar, 2024).

Theoretically, this study utilizes Symbolic Interactionism theory, which explains that meaning, self, and identity are formed through social interaction. From this perspective, the symbols present on Instagram, such as posts, captions, stories, likes, and comments, are not neutral but are interpreted by adolescents as signs of acceptance, existence, and social standing in the eyes of others. Through this symbolic interpretation process, adolescents construct an understanding of themselves while adapting their behavior and lifestyle to evolving social expectations in the digital space. Therefore, this theory is relevant to explain how Instagram can play a role in shaping adolescents' lifestyles through technology-mediated interactions (Rahman & Purnomo, 2020; Sosiawan & Wibowo, 2019).

Based on this description, this study aims to analyze the use of Instagram in shaping adolescents' lifestyles at SMP Negeri 9 Tebing Tinggi City. This research is crucial for providing an empirical overview of how young adolescents use Instagram, interpret digital interactions, and respond to the various social symbols they encounter on the platform. Therefore, this research is expected to contribute academically to the study of digital communication and social media in young adolescents, while also providing a reflection for schools, parents, and the social environment in guiding them towards wiser social media use.

2. RESEARCH METHOD

This research uses a qualitative approach with a case study to gain a deeper understanding of digital communication via Instagram in shaping the personality and lifestyle of adolescents at SMP Negeri 9, Tebing Tinggi City. The research focused on students in grades IX-1 as the research group. According to Creswell (2013), a case study is a qualitative approach that examines a limited system, such as a specific group or environment, through in-depth data collection.

Through this approach, researchers interact directly with informants through interviews, observations, and naturalistic data collection to understand the experiences, meanings, and patterns of digital communication employed by students. The data obtained is used to describe how adolescents present themselves, build their image, and shape their lifestyle and identity through their activities on Instagram. Thus, the research is expected to provide a comprehensive overview of adolescents' digital communication practices at SMP Negeri 9, Tebing Tinggi City, from March to April 2026. This timeframe was chosen to accommodate the research stages, from preparation and data collection, field observations, and initial data processing, ensuring a systematic and structured research process.

The research subjects were selected using purposive sampling, which involves selecting informants based on specific criteria relevant to the research focus. In this study, informants were selected from eleventh-grade students at SMP Negeri 9 Tebing Tinggi City who actively use Instagram, such as uploading content, responding through likes or comments, and interacting with other users on the platform. This selection of informants aimed to obtain data that could illustrate adolescents' digital communication practices when using Instagram. This study also utilized two types of data sources: primary and secondary data.

Data collection techniques included observation, interviews, and documentation. Observations were conducted through direct observation of the research subjects, while interviews were conducted as an interactive process between the researcher and informants to obtain in-depth information. The interviews were structured with pre-prepared question guidelines. Data analysis was conducted using the interactive analysis model by Miles and Huberman, which encompasses data reduction, data presentation, conclusion drawing and verification. Data reduction was carried out by selecting and focusing the results of interviews, observations, and documentation to align with the research objectives, namely understanding Instagram use and how students construct self-image and lifestyle through digital communication. The selected data was then presented in narrative form and interview excerpts to demonstrate Instagram usage patterns among students. The final stage involved drawing conclusions by comparing various data sources to ensure that the research findings align with field conditions and can be scientifically validated.

3. RESULT AND ANALYSIS

Instagram's Use as a Digital Communication Medium for Teenagers

Research results show that Instagram has become a digital communication medium used by teenagers at SMP Negeri 9 Tebing Tinggi in their daily lives, although the intensity and form of use vary among students. Some students actively use Instagram to view reels, stories, and friends' posts, while others tend to be passive users, simply monitoring others' activities without producing much content. These findings suggest that for teenagers, Instagram is positioned not only as an entertainment app but also as a communication space that allows them to stay connected with their peer social circle. From a digital communication perspective, this situation indicates that social media has shifted adolescent communication patterns from solely face-to-face interactions to platform-mediated interactions that are fast, visual, and flexible (Andi Asari et al., 2023; Nathan Mangara & Rara Cindoswari, 2023).

Empirically, the use of Instagram by teenagers in this study confirms that the platform functions as a medium for observing, assessing, and following the social dynamics of their peers. Activities such as viewing stories, paying attention to friends' posts, and following trending content demonstrate that communication on Instagram doesn't always have to take place in direct conversation. In this context, communication occurs through visual representations, symbols, and digital responses that build social awareness among users. These findings align with the view that visual social media like Instagram provide a space for young people to construct their social presence through the content they consume and

display. Consequently, social relationships among adolescents are increasingly mediated by visual signs and symbolic interactions in the digital space (Sikumbang et al., 2024; Sosiawan & Wibowo, 2019).

When analyzed using Symbolic Interactionism theory, adolescents' use of Instagram can be understood as a process of constructing meaning through interactions with digital symbols. Photos, videos, captions, likes, comments, and stories are not merely technical features but social symbols that adolescents interpret as forms of attention, acceptance, and self-presence in the eyes of others. When students view friends' posts, like them, or interpret the responses they receive on their accounts, they are engaged in a social interpretation process that shapes their perspectives on themselves and their social environment. Therefore, Instagram use in this study cannot be understood simply as a media activity, but as a social practice that contributes to the formation of adolescents' self-concept through ongoing symbolic evaluations in the digital space (Rahman & Purnomo, 2020; Sosiawan & Wibowo, 2019).

These findings suggest that Instagram serves as a digital communication medium that expands adolescents' social circles, but at the same time, it also introduces new social standards that they observe daily. Adolescents not only access information but also learn about how to appear, interact, and position themselves within their peer groups through the content circulating on Instagram. This strengthens the argument that social media has a dual function: as a means of communication and as an arena for lifestyle socialization in early adolescence. However, this study also shows that face-to-face interactions in the school environment still have an important position in building social closeness, so that Instagram is more appropriately understood as an extension, not a complete replacement, of adolescents' social communication in everyday life (Nurhayati, 2023; Ainiyah & Mudlofar, 2024).

Social Interaction and Relationship Dynamics of Adolescents Using Instagram

The results of this study indicate that adolescents' social interactions on Instagram are not limited to entertainment but have evolved into a space for gaining attention, recognition, and self-confidence. Based on the interview narrative in the manuscript, the findings can be summarized as follows:

"When I see my friends' posts or stories, sometimes I get inspired to perform. If my posts get likes or comments, I feel happy and more confident. So, Instagram isn't just for entertainment, but also a place to see how others perceive us" (Informant K).

This quote demonstrates that adolescents understand social responses on Instagram as a form of symbolic acceptance that influences how they construct their self-image among their peers. Thus, Instagram functions as a digital social interaction arena that allows adolescents to negotiate their identities through posts, responses, and observations of other users' behavior.

Other findings suggest that the dynamics of adolescent relationships on Instagram are not always positive, as the platform also becomes a space for teasing, tension, and discomfort in friendships. Based on the interview content in the manuscript, the findings can be summarized as follows:

"Sometimes there are stories or posts that seem to be teasing friends, even though they don't directly mention their names. When that happens, the recipient of the teasing usually feels uncomfortable. So problems at school sometimes carry over to Instagram." (Another informant).

Furthermore, several students stated that cases of bullying or conflict at school are more often discovered through direct communication between friends than through social media posts. This indicates that adolescents' social relationships operate reciprocally between digital and face-to-face spaces, making Instagram not a standalone space, but rather an extension of the dynamics of social relationships already established at school.

From the perspective of Symbolic Interactionism theory, these findings indicate that likes, comments, stories, and posts function as social symbols that adolescents interpret in the process of self-formation. Adolescents not only use Instagram to communicate but also to read how they are accepted, valued, or even excluded within their friendship groups. When informants feel happy about receiving likes and comments, it indicates a process of self-construction through the judgments of others. Conversely, when stories or posts are used as a means of teasing, these digital symbols also generate negative social meanings that can impact feelings and the quality of relationships between friends. Thus, interactions on Instagram demonstrate that adolescent identities are formed through the interpretation of digital symbols that are continually exchanged in everyday life (Rahman & Purnomo, 2020; Sosiawan & Wibowo, 2019).

This discussion also confirms that Instagram plays an ambivalent role in shaping adolescent relationship dynamics: on the one hand, it strengthens closeness, attention, and self-expression, but on the other, it opens up opportunities for hidden conflict, social pressure, and emotional discomfort. These findings align with research suggesting that visual interactions and quick responses on Instagram can strengthen digital social relationships while simultaneously influencing adolescents' self-confidence and self-perceptions (Artikel et al., 2024; Rohani & Febriana, 2024). Furthermore, adolescents' relationship patterns on social media often shift between social support and potential conflict, particularly when indirect communication is used to convey specific sarcasm or judgment (S. Rahman & Firmansyah, 2025; Penggunaan et al., 2024). Therefore, Instagram use among junior high school adolescents needs to be understood not merely as a digital communication practice, but as a social process that shapes the quality of friendships, patterns of group acceptance, and the development of social identity in early adolescence.

The Influence of Social Media and the Social Environment on Teenage Lifestyles

The results of this study indicate that teenagers' lifestyles are shaped not only by direct experiences in their social environment, but also by exposure to the content they see on Instagram. Based on the interview narrative in the manuscript, this finding can be summarized in the following quote:

"I've seen teenagers hanging out smoking or vaping, sometimes from social media posts, sometimes directly in their neighborhood. From that, it becomes clear that what they see on Instagram or in their social circles can influence how teenagers judge what is cool and what is mediocre" (Informant).

This quote demonstrates that social media and the social environment work together to shape teenagers' perceptions of what behavior is considered normal, attractive, or worthy of imitation. In other words, Instagram is not just a space for viewing entertainment, but also an arena where teenagers learn to interpret lifestyle symbols circulating within their peer group.

Other findings indicate that this influence is also evident in how teenagers evaluate their appearance and clothing style. Based on the interview content, a quote from the findings can be written as follows:

"Sometimes I see teenagers on Instagram whose clothing style appears more mature. In the surrounding environment, there are also those who imitate that style of dress. So, inevitably, social media and friends influence our views on current styles" (Informant).

This statement confirms that adolescents' lifestyles develop through a process of observation, assessment, and adjustment to social standards circulating both in the digital space and in everyday life. In junior high school, this condition becomes crucial because they are still in the early stages of searching for identity and tend to be sensitive to symbols of social acceptance from peer groups.

Theoretically, this finding can be explained through the concept of lifestyle, which views lifestyle as a pattern of living reflected in an individual's activities, interests, and opinions, and developed through interactions with their social environment (Mowen & Minor, 2002; Daniyah Khansa & Yuliaty Subarsa Putri, 2022). In the context of this research, Instagram serves as a medium that broadens adolescents' exposure to trends, fashion preferences, social activities, and specific habits, which then serve as references in shaping their life orientation. Therefore, adolescent lifestyles are not formed naturally, but rather through a social process involving content consumption, peer observation, and interpretation of various visual symbols circulating on social media. This finding aligns with research showing that Instagram can shape adolescents' behavior, perceptions, and lifestyle preferences, particularly in terms of appearance, social relationships, and the tendency to follow digital trends (Rizkil, 2025; Siregar, 2024; Sepnia & Nurhakim, 2024).

When viewed through Symbolic Interactionism theory, the influence of social media and the social environment on adolescent lifestyles occurs because adolescents assign specific meanings to the symbols they see and then use these meanings to evaluate themselves and others. Posts about hanging out, clothing styles, social expressions, and certain habits on Instagram become symbols interpreted as signs of modernity, social acceptance, or status within their peer group. This interpretive process then encourages adolescents to adjust their ways of thinking and presenting themselves. Thus, the adolescent lifestyle in this study is the result of the interaction between digital space and real social space, where both play a role in shaping behavioral standards and social identity in the early phase of adolescent development (Rahman & Purnomo, 2020; Fauzan & Harahap, 2025; Ainiyah & Mudlofar, 2024).

4. CONCLUSION

This study demonstrates that Instagram serves as more than just a medium for entertainment for junior high school students; it serves as a digital communication space

that plays a role in shaping social interaction patterns, how they perceive themselves, and the lifestyle orientations they develop in their daily lives. Through the features of posts, stories, likes, and comments, teenagers not only build relationships with peers but also interpret various social symbols that influence self-confidence, the need for recognition, and the tendency to follow trends deemed relevant in their social circles. These findings confirm that the formation of adolescent lifestyles occurs through the link between experiences on social media and direct interactions in the social environment, making Instagram an important arena in the process of identity search in the early phase of adolescence. Theoretically, this study strengthens the relevance of symbolic interactionism in explaining how digital symbols are interpreted and internalized in adolescents' social lives. Practically, the results of this study indicate the need for more intensive guidance from schools and parents so that social media use can be directed in a more critical, healthy, and responsible manner. On the other hand, this research is still limited to one class and one school location, so further research with a wider scope of subjects is needed to obtain a more comprehensive understanding of the influence of social media on adolescent social development.

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