



## THE PHENOMENON OF GENERATION Z SEEKING VALIDATION AND SELF-RECOGNITION ON SOCIAL MEDIA: A USES AND GRATIFICATIONS APPROACH

Dian Nova Safitri<sup>1</sup>, Farhan Indra<sup>2</sup>

<sup>1,2</sup>Universitas Islam Negeri Sumatera Utara, Indonesia

\*Corresponding Author: [dian0603222125@uinsu.ac.id](mailto:dian0603222125@uinsu.ac.id)

### Article Info

#### Article history:

Received :

Revised :

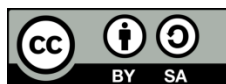
Accepted :

Available online

<http://jurnal.uinsu.ac.id/index.php/analytica>

E-ISSN: 2541-5263

P-ISSN: 1411-4380



This is an open access article under the [CC BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license

### ABSTRACT

*This research is motivated by the increasing use of Instagram among Generation Z, which not only functions as a medium for communication and entertainment, but also as a digital space for building identity, gaining self-validation, and gaining self-recognition. Different from previous research that tends to emphasize the impact of social media use on users' psychological conditions, this study offers novelty by positioning Generation Z as active, selective, and conscious media users in utilizing Instagram to fulfill their psychological and social needs. This study aims to understand the meaning of Instagram use, motives for seeking self-validation, and forms of self-recognition built through digital interactions. The study used a descriptive qualitative approach with data collection techniques through in-depth interviews, observation, and documentation of six informants aged 18–25 who actively use Instagram. The results show that Instagram is interpreted as a space for self-expression, personal branding, digital identity formation, as well as a medium for obtaining social responses through likes and comments. Positive responses can increase self-confidence, motivation, and feelings of appreciation, while minimal responses encourage self-evaluation of uploaded content. From the Uses and Gratification perspective, Instagram use is dominated by the need for personal integration and social integration. The scientific contribution of this research lies in strengthening the understanding that the search for self-validation and self-recognition in Generation Z is not merely a passive result of social media use, but rather part of an active process in managing image, identity, and social relations in the digital space.*

**Keywords:** Generation Z, Instagram, self-validation, self-recognition, Uses and Gratification.

## 1. INTRODUCTION

The development of digital communication technology has transformed the way individuals build social relationships, project their identities, and gain recognition from their social environment. Social media no longer functions solely as a communication channel but has evolved into a symbolic space where users present themselves, build their

image, and negotiate their social position within the digital public. In this context, Instagram stands out as a platform, offering visual, interactive, and social response-based features such as likes, comments, followers, and story views. These features enable users to obtain direct feedback from their audiences, thereby contributing to the psychological and social shaping of their experiences. This shift demonstrates that digital interaction has become a crucial part of contemporary identity construction, particularly among younger generations who have grown up in a platform-based communication ecosystem (Syakhrani & Widijatmoko, 2024).

Generation Z is a group with a strong affinity for digital technology, having been exposed to the internet, social media, and visual culture since their early years. This generation uses social media not only for information and entertainment but also to build their presence, expand their social networks, and project a self-representation deemed appropriate to the expectations of the digital environment. Instagram has become a widely used platform by Generation Z because it allows them to visually manage their self-presentation through uploading photos, videos, reels, and stories. Previous research has shown that Instagram has influenced changes in Generation Z's lifestyles because the platform provides a space for users to follow trends, build interactions, and showcase specific social identities (Siregar et al., 2024). Therefore, Instagram cannot be understood solely as an entertainment medium, but also as a social space that influences how Generation Z perceives themselves and assesses social acceptance from others.

The phenomenon of seeking self-validation and self-recognition on Instagram is becoming increasingly relevant because social responses on digital platforms are often understood as indicators of acceptance, appreciation, and self-worth. Likes, positive comments, the number of followers, and audience engagement can foster feelings of appreciation, attention, and recognition within the social environment. Conversely, low digital responses can lead to self-doubt, self-evaluation of content, and even a tendency to compare oneself with others. This demonstrates that social media not only provides a space for expression but also forms a social evaluation system that can influence users' self-perceptions. Several studies have shown that social responses in digital media are linked to self-esteem, self-confidence, and an individual's need for social acceptance (Afrilia et al., 2025; Priatna, 2025). Therefore, the phenomenon of self-validation and self-recognition on Instagram requires further study, particularly to understand how Generation Z interprets these experiences in their daily digital lives.

Several previous studies have discussed the relationship between social media use, social validation, self-esteem, and users' psychological well-being. For example, research on reliance on social validation through likes, comments, and follower counts suggests that digital interactions can influence how individuals perceive themselves (Haq & Amirah, 2026). Other research also emphasizes that active Instagram users can experience social comparison and psychological distress due to exposure to content and expectations of audience response (Fahrezi & Safitri, 2025). However, these studies tend to position users as those impacted by social media, thus failing to fully explain how Generation Z actively selects, uses, and interprets Instagram to meet their psychological and social needs. This research gap lies in the lack of studies that specifically position Generation Z as active and reflective media users seeking self-validation and self-recognition through Instagram.

To address this gap, this study employs the Uses and Gratifications approach as its primary analytical framework. This approach views audiences as active, selective, and purposeful media users who choose media to meet their needs. From this perspective, Generation Z's use of Instagram can be understood as an activity related to fulfilling cognitive and affective needs, personal integration, social integration, and stress relief (H & Ashri, 2021). This approach is relevant because the search for self-validation and self-recognition is not only related to the impact of social media, but also to users' motives, needs, and the process of interpreting the digital interactions they experience. Therefore, this study views Instagram not only as a platform that influences users, but also as a space consciously utilized by Generation Z to build self-image, gain social recognition, and manage their digital identity.

Based on this description, this study aims to understand how Generation Z interprets the use of Instagram as a means of gaining self-validation and self-recognition, as well as to identify the motives and needs underlying their use of the platform. The novelty of this research lies in its attempt to integrate the phenomenon of the search for self-validation and self-recognition with the Uses and Gratifications approach, so that Generation Z is positioned not merely as victims of social media pressures, but as active subjects who use media to fulfill their personal and social needs. Academically, this research contributes to enriching the study of digital communication, particularly regarding the relationship between social media, identity formation, and the psychosocial needs of the younger generation. Practically, the results are expected to provide users, educators, and digital literacy observers with an understanding of the importance of more reflective, healthy, and responsible social media use.

## 2. RESEARCH METHOD

This study uses a descriptive qualitative approach to deeply understand the experiences, motives, and meaning-making processes of Generation Z in using Instagram as a space for self-validation and self-recognition. A qualitative approach was chosen because this study does not aim to measure the magnitude of influence statistically, but rather to explore the subjective meanings constructed by informants through their experiences interacting on social media. Descriptive methods are used to systematically describe phenomena based on empirical data obtained from the field, specifically regarding how Instagram is interpreted as a space for self-expression, personal branding, digital identity formation, and social acceptance. In qualitative research, the subject's experience is the primary source for understanding social reality because meaning is not simply inherent in events but is formed through individual interpretations of their experiences (Creswell & Creswell, 2018; Safarudin et al., 2023).

The research informants consisted of six Generation Z individuals aged 18–25, selected using a purposive sampling technique based on their characteristics matching the research focus. This number of informants was chosen because the data obtained demonstrated sufficient information and recurring themes on aspects of the meaning of Instagram use, the need for self-validation, and self-recognition. Informant criteria included: having an active Instagram account, using Instagram at least daily, having uploaded personal content in the form of photos, videos, reels, or stories, and having received and noticed social responses in the form of likes, comments, or views. Data

---

collection was conducted through semi-structured interviews, observation of informants' Instagram activity, and documentation. Interviews were conducted to explore informants' personal experiences regarding their motives for using Instagram, their feelings about receiving or not receiving social responses, and the meaning of self-validation and self-recognition for them. Observations were conducted by observing posting patterns, forms of interaction, audience responses, and self-representation displayed on informants' Instagram accounts. Documentation in the form of screenshots of posts, comments, likes, and field notes were used as supporting data to strengthen the interview results. The entire data collection process was conducted in accordance with ethical research principles, namely seeking informants' consent, maintaining confidentiality of personal identities when necessary, and using digital data only for academic purposes.

Data analysis was conducted in stages through data condensation, data presentation, and conclusion drawing, as is commonly used in qualitative research (Miles et al., 2014). In the data condensation stage, the researcher selected, summarized, and grouped the results of interviews, observations, and documentation based on key themes, such as the meaning of Instagram use, forms of self-validation, self-recognition, personal branding, social responses, and media use needs. In the data presentation stage, the findings were organized into a thematic narrative so that the relationship between informants' experiences and the Uses and Gratifications theory categories could be systematically seen, particularly regarding the needs for personal integration, social integration, affective, and cognitive integration. Next, conclusions were drawn by comparing patterns between informants and linking them to the theory used. To ensure data credibility, this study employed source triangulation and technical triangulation, namely comparing interview results with observations and documentation of Instagram activity. Furthermore, the researcher also double-checked the consistency of informants' statements, read the data repeatedly, and conducted limited confirmation of important meanings emerging from the interviews. This step was taken to ensure the researcher's interpretation remained consistent with the informants' experiences and was able to minimize bias in the analysis process (Arianto & Rani, 2024; Miles et al., 2014).

### 3. RESULT AND ANALYSIS

#### **The Importance of Instagram Use by Generation Z**

Based on interviews with six informants: Ardila, Zakiya, Manda, Fadli, Muflih, and Yuli, all Generation Z and active Instagram users, Instagram is perceived as a medium that plays a vital role in the daily lives of Generation Z. All informants demonstrated high levels of usage, accessing Instagram almost daily, both to view content and to upload personal activities. This indicates that Instagram has become an integral part of their daily routines.

Most informants view Instagram as a tool for building self-image (personal branding). Informants revealed that they deliberately upload content showcasing positive activities, achievements, and abilities so that others will be aware of them. One informant, Ardila, with the Instagram account @ardila\_dlm, stated that Instagram is used as "a step towards securing a future job" by continuously building her personal brand. Another informant also added that companies or professional relationships often use Instagram accounts as a consideration in assessing individuals. This suggests that Instagram is not only used for

self-expression but also has strategic value in building career opportunities and social relationships.

Besides being a platform for building self-image, Instagram is also seen as a space for self-expression. Informants revealed they use Instagram to showcase their daily activities, lifestyle, and personal interests, such as fashion, organizations, and social activities. This is evident in the content displayed on accounts like @\_iiyannn and @zzakiaazhra, which showcase their activities, clothing styles, and involvement in various activities. The content uploaded is not random, but rather curated and tailored to the self-image they wish to project to the public. Thus, Instagram has become a space where individuals actively construct and present their desired version of themselves.

On the other hand, several informants view Instagram as a source of information and entertainment. They revealed they use Instagram to follow trends, seek inspiration, and obtain information relevant to their interests. This is also reflected in the activity on the account @yulia\_puspaaaa, which uses Instagram to follow trends and gain inspiration in daily life. This use generally occurs in their free time, such as during breaks or when they have nothing else to do. This indicates that Instagram also functions as a medium that fulfills the cognitive and entertainment needs of its users. All informants also emphasized that Instagram is a crucial platform for developing a personal identity in the digital world. Through the content they upload, they strive to project a self-image that reflects their personality, interests, and goals. Some even view Instagram as a self-presentation similar to a curriculum vitae (CV), where others can assess a person's abilities and future direction simply through their profile and the content they display.

### **Validation and Self-Acknowledgement in Instagram Use**

Interviews with six informants revealed that positive responses, such as "likes" and comments, made them feel happy, appreciated, and boosted their self-confidence. One informant stated that the abundance of positive responses made them feel "more enthusiastic to create more content," while another revealed that these responses provided a sense of satisfaction because the effort put into preparing content was appreciated by others. Several informants noted that positive responses could improve their mood and foster a sense of acceptance in the digital social environment. These findings suggest that most informants shared a tendency to interpret social responses as a form of self-validation.

Conversely, when the response received did not meet expectations, such as a low number of likes or minimal interaction, informants expressed feelings of disappointment, self-doubt, and even a perception of a lack of quality in the uploaded content. This was further reinforced by the experience of informants like Manda (@amandaaaputry\_), who stated that she archived content when the response received was not as expected. Some informants even stated that they chose to archive or delete content they perceived as receiving a poor response as a means of evaluating audience reception. Others admitted to feeling "sad" or demotivated when their well-prepared content didn't receive the response they expected. This suggests that nearly all informants experienced similar emotional responses when they didn't receive the social validation they hoped for.

However, not all informants relied entirely on social validation. Some indicated conscious use of Instagram as a means of self-expression, while still considering the responses of others. This is evident in statements by informants like Fadli (@\_iiyannn),

---

who recognized that Instagram use wasn't solely focused on audience acceptance but also as a form of personal satisfaction in self-expression. Informants recognized that "likes" and comments weren't the sole indicators of self-esteem, although in practice, these responses still influenced their feelings and motivation. The findings regarding the importance of social validation were further reinforced by documentation in the form of screenshots of informants' activity on Instagram. Nevertheless, it's clear that most informants still considered social responses as a factor influencing their experience using Instagram.

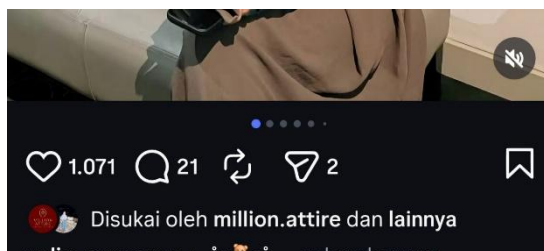


Figure 1. Number of likes and interactions on the informant's upload



Figure 2. Positive comment responses to informant's posts

Figure 1 shows a high level of interaction on one of the informant's posts, as indicated by the number of likes and comments received. This high level of interaction indicates a positive audience response to the uploaded content. This suggests that the number of likes and comments is an important indicator for informants in assessing social acceptance and boosting their self-confidence. This demonstrates the importance of social validation in the context of social media use, where digital interactions serve as an indicator of social acceptance that influences an individual's self-evaluation.

Figure 2 displays the types of comments provided by the audience, which are dominated by positive responses such as praise and appreciation for the uploaded content. Comments such as "handsome," "beautiful," and the use of positive emoticons indicate the social support the informant receives in the digital space. These interactions serve not only as a form of communication but also as a source of validation, influencing feelings of happiness, appreciation, and recognition in the social environment. This suggests that positive comments serve not only as communication but also as a form of

social validation that strengthens feelings of acceptance and recognition in the digital environment.

### **Motives and Needs for Instagram Use by Generation Z**

According to the results of interview data analysis, Generation Z's use of Instagram is driven by the need for validation and self-recognition through social interactions in the digital space. This motive arose from informants' awareness that Instagram provides a feature that allows them to receive direct feedback from others, such as likes and comments, which are considered a form of social self-assessment.

Most informants revealed that they intentionally use Instagram as a means to showcase themselves in order to gain attention and recognition from their audience. They recognize that the content they upload can be viewed, evaluated, and responded to by others, so they have certain expectations regarding the reception they will receive. This aligns with statements from informants like Ardila (@ardila\_dlm), who emphasized the importance of being "noticed" by others through the content they upload. The motive for seeking validation is also evident in the expectation of social feedback before uploading content. Informants revealed that they desire responses in the form of likes and comments as a form of appreciation for the effort they put into creating content. This expectation is one of the primary reasons for uploading, as content is not only created for themselves but also to gain recognition from others.

On the other hand, the need for validation and self-recognition is also related to the desire to feel recognized and valued in digital social environments. Informants stated that receiving responses from others provides a feeling of being noticed, appreciated, and valued. This is evident in the experience of informants like Muflih (@muff.ig), who felt more confident and valued when receiving positive responses from their audience. This suggests that Instagram use is closely linked to the psychological need for social acceptance.

Thus, it can be concluded that the primary motive for Instagram use by Generation Z in this study is to gain validation and self-recognition through social responses from their audience. This need drives individuals to actively use Instagram as a medium to present themselves, build their self-image, and gain social recognition in the digital environment.

### **Discussion**

The uses and gratification theory proposed by Elihu Katz, Jay G. Blumler, and Michael Gurevitch explains that audiences consciously select and use media to fulfill specific psychological and social needs. According to this view, media use is determined by a person's goals and motivations, not passively. This implies that individuals intentionally use media that is perceived as capable of satisfying their desired needs. In uses and gratification theory, media use is motivated by a number of different needs, including cognitive needs related to information and knowledge seeking; affective needs related to feelings and emotional experiences; personal integration needs related to self-image and self-confidence; social integration needs related to interaction and acceptance from others; and gratification needs related to entertainment (H & Ashri, 2021). In the context of this research, this theory is used to understand how Generation Z actively uses Instagram to fulfill their needs, particularly those related to validation and self-recognition, as identified in the research findings.

---

Based on the Uses and Gratification perspective and research findings, personal integration and social integration are the most dominant needs related to validation and self-recognition. Generation Z views Instagram as an essential part of their daily lives, serving as a platform for self-presentation, self-image formation, and digital identity creation, as well as a communication tool. Individuals actively use the medium to shape the self-image they wish to present to others, as evidenced by their use of Instagram as a personal branding tool. From a uses and gratification perspective, this demonstrates a desire for personal integration, where individuals use the medium to enhance their self-image, status, and self-confidence.

Informants' accounts of using Instagram for entertainment and information indicate the presence of cognitive and affective needs. However, these two needs are not the primary focus of this study; rather, they are supporting needs related to social media use. This suggests that Generation Z's Instagram use is not driven by a single need but is dominated by specific demands that are more relevant to their experiences.

The way Generation Z uses Instagram demonstrates the importance of validation and self-recognition. Interactions gained through features like likes and comments are seen as a type of social reaction with important implications for self-assessment in the digital world. Positive responses can boost self-confidence, make individuals feel valued, and motivate them to be more active in uploading content. In this case, individuals' efforts to gain attention, develop a positive self-image, and increase self-confidence through responses from others clearly demonstrate the need for personal integration. This finding aligns with previous research showing how social media interactions such as likes and comments affect a person's sense of self-esteem (Haq & Amirah, 2026). However, the findings in this study demonstrate a difference, where Generation Z is not only positioned as passively affected users, but also as individuals who actively utilize Instagram to build self-image and gain social recognition according to their needs.

Meanwhile, informants' expectations of audience response as a form of acceptance in the social environment clearly demonstrate the need for social integration. Social validation on social media is a form of recognition that influences one's self-perception, as digital interactions such as likes and comments serve as indicators of acceptance. However, informants' experiences also demonstrate how Instagram use impacts emotionally. While some comments leave individuals feeling disappointed and prompt them to evaluate their uploaded content, positive responses elicit feelings of joy and satisfaction. This situation indicates an affective need arising from whether or not the desire for validation and self-recognition is met (Bagus et al., 2025).

This demonstrates a duality in social media use, where social validation not only serves as a source of motivation that boosts self-confidence but can also cause psychological distress when the response received does not align with an individual's expectations. In this context, media is not only a space for interaction but also has an ethical responsibility in shaping an individual's social experiences. (Saragih, 2025) emphasizes that media communication based on ethical values can build empathy, reduce conflict, and strengthen social relationships, which is relevant to how validation on social media can have both positive and negative impacts on individuals.

These findings indicate that the primary reason Generation Z uses Instagram is to gain validation and recognition through social responses from their audiences. This motivation

drives individuals to actively upload content, present themselves, and tailor their content to meet their audience's expectations. This supports the notion that audiences actively utilize media to fulfill their needs, as viewed through the assumptions of uses and gratification theory. Instagram is a media deliberately chosen by Generation Z because they perceive it as capable of fulfilling their needs for validation and self-recognition and use audience responses as an indicator of their self-assessment in the digital space.

Based on the uses and gratification perspective, Generation Z's use of Instagram in this study is motivated by a desire to fulfill personal and social integration needs, particularly in terms of gaining validation and self-recognition, as well as a means to develop a digital identity within the social media environment.

#### 4. CONCLUSION

This study concludes that Instagram use by Generation Z serves not only as a means of communication, entertainment, and information seeking, but also as a strategic space for building digital identity, managing self-image, and gaining self-validation and self-recognition through audience social responses. The research findings indicate that likes, comments, number of interactions, and audience attention are interpreted as forms of social acceptance that can increase self-confidence, motivation, and feelings of being valued, although minimal responses can also give rise to self-evaluation and certain emotional stress. From a Uses and Gratification perspective, Instagram use is primarily driven by the need for personal and social integration, while affective and cognitive needs present as supporting needs. The theoretical contribution of this study lies in the assertion that Generation Z are not passive media users, but rather active, selective, and reflective digital actors in utilizing Instagram to fulfill their psychological and social needs. Practically, these findings emphasize the importance of strengthening media literacy for Generation Z so that they are able to use social media more healthily, critically, and proportionally, especially in managing dependence on digital validation. This study has limitations in the limited number of informants and focuses only on the Instagram platform, so further research is recommended to expand the number of participants, use a quantitative or mixed approach, and compare the phenomena of self-validation and self-recognition on various other social media platforms.

#### References

- Adiarsi, G. R., Putra, A. E., & Raymond, R. (2024). Motivasi Penggunaan Media Sosial di Kalangan Mahasiswa Gen-Z. *Jurnal Nomosleca*, 10(2), 269–279. <https://doi.org/10.26905/nomosleca.v10i2.14603>
- Afrilia, D., Nasution, F., & Lase, P. N. (2025). Pengaruh Media Sosial Terhadap Harga Diri Individu Dewasa Awal The Influence of Social Media on Self-Esteem of Early Adults. 5(1), 87–93.
- Arianto, B., & Rani, . (2024). Teknik wawancara.
- Asyraf, J. A. (2025). Vacation or Validation: Liburan sebagai Bentuk Validasi dan Pencitraan melalui Media Sosial di Kalangan Generasi Z. 2(2).
- Bagus, R., Wijaya, A., & Subakti, A. (2025). Antara Like dan Self-Worth : Dampak Media Sosial Terhadap Konsep Diri dan Produktivitas Mahasiswa. 1(1), 39–54.
-

- Fahrezi, E. A., & Safitri, D. (2025). GENERASI Z PHENOMENOLOGICAL ANALYSIS OF ACTIVE INSTAGRAM USERS FOR. April, 7525–7532.
- H, H. K., & Ashri, N. (2021). Fenomena Penggunaan Media Sosial : Studi Pada Teori Uses and Gratification. 3(1), 92–104.
- Haq, F. A., & Amirah. (2026). Ketergantungan Pada Validasi Sosial Melalui Like , Comment , Followers Di Media Sosial : Literature Review. 2(1), 1244–1256.
- Hasibuan, I. N., Era, G. D., Truth, P., Kritis, A., Kesadaran, T., Pengguna, P., Sosial, M., Pemenuhan, D., & Informasi, K. (2025). Imaida Noor Hasibuan, Mailin, Rubino: Dekonstruksi Teori Uses and Gratification Dalam Era Post Truth Analisis Kritis Terhadap Kesadaran Palsu Pengguna Media Sosial Dalam Pemenuhan Kepuasan Informasi. 7(3), 916–936. <https://doi.org/10.56489/fik.v4i2>
- Masrek , M. N. ., Baharuddin , M. F. ., & Syam , A. M. . (2025). Determinants of Behavioral Intention to Use Generative AI: The Role of Trust, Personal Innovativeness, and UTAUT II Factors. International Journal of Basic and Applied Sciences, 14(4), 378-390. <https://doi.org/10.14419/44tk8615>
- Masrek, M. N., Syam, A. M., & Mustaffar, M. Y. (2026). Understanding Performance and Effort Expectancy in Generative AI Use Through Data Mining Models. Journal of Information and Knowledge Management 16 (1), 72-91
- Nafisah, Y. F., & Jannah, M. (2024). Penggunaan Media Sosial pada Generasi Z Use of Social Media in Generation Z. Character Jurnal Penelitian Psikologi, 11(02), 705–713. <https://ejournal.unesa.ac.id/index.php/character/article/view/60915>
- Priatna, R. A. (2025). Media Sosial sebagai Panggung Ego Rifky Anggara Priatna. June, 1. <https://www.researchgate.net/publication/392591717>
- Pujiono, A., Kanafi, K., & Farida, M. (2022). Media Sosial sebagai Sumber Belajar bagi Generasi Z. Regula Fidei : Jurnal Pendidikan Agama Kristen, 7(2), 252–262. <https://doi.org/10.33541/rfidei.v7i2.80>
- Safarudin, R., Kustati, M., & Sepriyanti, N. (2023). Penelitian Kualitatif. 3, 9680–9694.
- Saragih, M. Y. (2021a). The Challenges of Print Media Journalism in the Digital Era. 540–548.
- Saragih, M. Y. (2021b). The Role of Islamic Journalists in Fighting Hate Speech. 429–437.
- Saragih, M. Y. (2025). Strengthening Fraternal Compassion through Islamic Journalistic Communication : Ethical Media for Indonesia – Singapore Harmony. 4(3), 353–362.
- Siregar, D., Aditya, T., Purwanto, E., & Elyana, K. (2024). Pengaruh Media Sosial Instagram Terhadap Perubahan dalam Gaya Hidup Gen Z di Kota Tangerang. 8(3).
- Syahrani, A. W., & Widijatmoko, E. K. (2024). PERKEMBANGAN KOMUNIKASI DIGITAL : DAMPAK MEDIA SOSIAL PADA INTERAKSI SOSIAL DI ERA MODERN. 2(12), 919–925.