

The Utilization of the Insta-story Feature as a Tool to Build Self-Image in Students of the Faculty of Social and Political Sciences (FISIP) University of Lampung

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Abstract

Insta-story is one of the social networks that is currently in demand by many people, from young people to old people often use this feature. Nowadays, social media has become something that cannot be separated from life. The use of social media itself is to share precious moments with relatives, friends, family and the community. Insta-story has also become one of the places to share the best moments with followers. In addition, insta-story is also a place to form self-image, where the more followers you have, the more the user account will be seen as someone who has a high self-image, and can also be a figure for their followers on Instagram with authentic and consistent content. This study aims to describe how the use of the insta-story feature in forming self-image and the reasons users use the insta-story feature in forming self-image. The researcher used a qualitative method. The informants in this study were 9 students of the Faculty of Social and Political Sciences, University of Lampung with different majors. In addition, this study used data collection techniques, observation, in-depth interviews, and documentation. Data analysis in this study used data reduction, data presentation, as well as drawing conclusions and data verification. Data validity techniques by triangulating sources, techniques and time. The results of this study indicate that FISIP University of Lampung students use the insta-story feature in forming self-image, namely by (1) Posting positive daily activities, (2). Posting their appearance (OOTD), make up, photo angles that can inspire others. While the reasons FISIP University of Lampung students use insta-story as a self-image builder are: (1). As a means of positive information to form self-image, (2). The desire to be known and inspire others, (3). Opportunities to get a job. In addition, the negative impacts they feel from the formation of self-image through the insta-story feature are disturbed mental health, both addiction, depression and decreased self-confidence.

Keywords: *Self Image, Insta-story, Instagram, Student*

INTRODUCTION

Nowadays, life is inseparable from the internet and social media. Interaction activities are now facilitated by social media that is connected to an internet. Through social media, people do not need to meet face-to-face but only by “chatting”. Even social media in its development until now is not only used for interaction and communication activities but also as a lifestyle trend for people, especially teenagers, to get various information, a place for existence, self-image and as a place to promote online products (Kompasiana, 2020).

Insta-story is a feature on the Instagram application that is not only used to communicate and interact but there are also other facilities, that allow users to upload photos and videos that will disappear after 24 hours. This feature becomes more interesting with the addition of text, pencil scribbles, and various other features and symbols that enhance the appearance of Insta-story. This feature allows Instagram users to share their daily moments more freely and creatively, in contrast to posts on the Instagram feed which usually display the best moments. Insta-story users can upload photos and videos more than five times a day without cluttering other people's feeds. Instagram also explains that with Insta-story, users don't have to worry about over-posting because this feature allows them to post as often as they like with unlimited creativity.

Insta-story is part of the Instagram feature that has been loved by teenagers since the platform has appeared. They love Instagram because of its various feature, such as access to and sharing of interesting content. Instagram is also a platform that is widely used by influencers to interact with people and create promotions to build their businesses. Through Instagram, they can build relationships between media users and audiences wherever they are that are not limited by distance and time. The use of Instagram with various features in it, be it feeds, reels, insta-story, boomerang, and others are widely used by people around the world. Based on Instagram data from We Are Social in 2024 Indonesia is included the largest Instagram users, totaling 104.8 million, although the

highest is India with 358.55 million, then America with 158.45 million, and Brazil with 122.9 million (Upgraded.id, 2024).

Table 1. Number of Instagram users 2019-2024

No.	Tahun	Jumlah
1.	2019	62.030.000
2.	2020	83.770.000
3.	2021	92.527.400
4.	2022	97.171.400
5.	2023	89.666.400
6.	2024	90183.200

Source: upgraded.id

Instagram users in Indonesia always increased (2019-2024) although in 2023 and 2024 there was a decline, but still, the platform users still said to be large.

According to Facebook CEO Mark Zuckerberg, almost half of Instagram users share photos or videos with various filters and edits through Insta-story. Through Insta-story, Instagram users can post a lot of content without messing up other people's feeds. The main reason for Instagram's popularity is the increasing trend of “narcissism” in today's society. The improvement camera features and photos quality on smartphones is also a contributing factor. Nowadays, we can take photo anytime and anywhere, and then can be uploaded to Insta-story. In addition to personal photos, there food and interesting public places are often the subjects of Insta-story photos (Suryani & Suwarti, 2014). However, since 2018, not only Instagram that has been very loved by teenagers doing self-image, but there is also TikTok, a social media which has also become a contemporary trend for teenagers as a forum for forming self-existence. (Sutin & Rizky, 2022).

Although many social media have emerged that have been used by people as a place to build self-existence, currently, Instagram ranks second as the most popular social media platform and has the most users. The ranking of social media based on the number of users is WhatsApp (92.1%), Instagram (86.5%), Facebook (83.8%), TikTok (70.8%), Telegram (64.3%), Twitter (60.2%)

(goodstats id data, 2023). According to de Vries, Moller, Wieringa, Eigenraam, and Hamelik (2017), Instagram is different from other social networking sites, especially Facebook. The “image centrality” of Instagram sets it apart from other text-based social media platforms such as Facebook and Twitter. As stated by Johnson and Knobloch-Westerwick (2014), posting image-based content can create a happier mood than posting only words. Researcher chose Insta-story as the object of research because Insta-story has dense and direct content, both in the form of photos and videos that distinguish it from other social media.

According to Dianingtyas (2018), in her research entitled “The Process of Self-Image Formation Through Instagram Social Media Among Bakrie University Students,” one of the advantages of Instagram is the Insta-story feature that becomes a special attraction for its users. This feature allows users to turn photos taken with smartphones into interesting photos through various filters and editing tools. With this feature, users can be also post more content without messing up other people's feeds. The ease with which Insta-story offers allows one to easily channel his photographic abilities and express himself to the world. This feature becomes a tool to shape the user's self-image.

Instagram is also known as a social media platform that is very popular among young people and millennials. However, they are not the only ones who use this platform. There are also entrepreneur and sellers also utilize Instagram for business. This because there's no fees charged, and many active users are looking for goods or services on the platform. In addition, Insta-story feature is also often used by influencers to help promote products or services from online businesses.

Insta-story has become one of the social media features that is very popular with various groups, from young people to parents (Uici.ac.id, 2023). Nowadays, social media has become an inseparable part of daily life. Social media is used to share precious moments with relatives, friends, family, or the community. Insta-story has become a popular platform for

sharing the best moments with followers. In addition, Insta-story also serves as a tool to form a self-image, where the more followers you have, the higher the perceived self-image, and you can become a figure for your followers (Merri, 2016). In accordance with Mahardika's (2019) research on "Self-Disclosure on Instagram Story" Which states that in self-disclosure through Insta-story, individuals tend to show positive things to describe themselves as good, cheerful, entertaining, and worthy of following.

According to previous research conducted by Fitria and Herlinda (2016), self-image is formed when a person displays an attractive appearance or lifestyle that others like. With the Instagram app, people can build their self-image through posting photos or videos in specific locations. Self-image is not only formed by the upper middle class but can be by the lower middle class by taking photos or videos in famous and luxurious locations.

Likewise, other research conducted by Kertamukti (2015) about Instagram and the formation of the self-image of political figure Ahok, states that the Daily appearance of significant figures such as Ahok, through his Instagram account to explain to the public how his activities led Governor Hall and activities outside the government when leading the capital Jakarta. Image visualizations are displayed indirectly to show his appearance in front of the public.

These phenomena lead to hyperreality that creates a person's self-image. According to Jean Baudrillard's theory, hyperreality is a condition in which there is no longer a distinction between reality and imagination, between imitation and original reality, and reality disappears into nothingness (Baudrillard, 1983 in Kushendrawati 2006).

Teenagers are the biggest users of Instagram with various features in it. Based on data from goodstats.id (2023) Adolescents in the 18-24 age range are the biggest users compared to other age ranges. The range is the age inherent in students in general, including students of FISIP, University of Lampung based on observations made by FISIP students. They

are active users of the Instagram platform, which one of them is the Insta-story feature. Even in the college environment, they always use the feature to share their daily content.

The Instagram Platform is a social media trend today and has been loved by all components of society, especially students, as results of a study entitled “Utilization of Social Media among Padang City Students” using the theory of Uses and Gratification” shows that in 2023 students as the most active users of Instagram with several 90.91 percent with various motives and goals. Some 94% of students use it as a communication tool, some 84% to get information, and some 71% to interact (Situmorang & Hayati, 2023).

Research on the formation of self-image through the Insta-story feature is interesting because as a trend used by teenagers in forming self-image without any limitation of space and time. In addition, this study also presents different things from several previous studies such as Kertamukti's research (2015) interpreted the formation of the self-image of Ahok figures through Instagram media. Putri's research (2018) interpreted the formation of the self-image of Bakrie University students through Instagram. Mahardika's research (2019) explained the convenience of people using Instagram Insta-story as a form of self-disclosure, while this study focuses more on the use of the Insta-story feature in forming the self-image of FISIP Students, University of Lampung, both in terms of their self-image, the reasons they do it and the negative impacts it causes.

RESEARCH METHODS

This study uses a descriptive method with a qualitative approach. The research aims to analyze in depth how Insta-story is used to form self-image and the reason behind using the Insta-story feature as a tool to arrangement a self-image of FISIP University of Lampung students. The location of this study is the Faculty of Social and Political Sciences, University of Lampung. Based on the research's observation, FISIP is one of the faculties that are famous for having students with trendy, frosty, and contemporary self-images. These can be

seen from the background of FISIP students, most of whom come from middle-to-upper-class families. In order to limit the scope of the research, so that it does not expand and remains focused on the goals and results that can be achieved. This study focuses on using the Insta-story feature in forming self-image, including what is done, the reasons behind it, and the negative impacts for those who do it. Informants are selected using the purposive sampling method, where the selection is based on convinced criteria, namely FISIP students who actively use and upload Insta-stories at least once a day, have an Instagram account with at least 1,000 followers, and have their Insta-stories viewed by at least 200 people. Based on these criteria, the informants in this study are:

Table 1: Informant Information

No.	Name	Program Study	Class of	Instagram Account
1.	Anggria YN	Public Administration	2016	@anggriyustika
2.	Sindi Utami	Sociology	2018	@sindiutami
3.	Tazkiyah Azizah	Communication Studies	2016	@tazkiyah_azizah
4.	Maulida YP	International Relations	2016	@maulidaypr
5.	Delsi Aulia	Communication Studies	2017	@delsiauliaa
6.	Akbar Azis	Public Administration	2016	@iyayaziz
7.	Afif Rakha	Public Administration Science	2017	@afifrakhaa
8.	Celvien Anshara	Sociology	2017	@celvienanshr
9.	Irma Ramadhani	Business Administration Science	2016	@irmarmadhani

To answer the research problems, the data collection techniques used are in-depth interviews, observation, and documentation. After the data is collected, data analysis is carried out by reducing data, displaying data, and concluding. The data validity technique is carried out by triangulating both source, technique, and time triangulation.

RESULT AND DISCUSSION

Using the Insta-story Feature to Build Self-Image

In this modern era, rapid technological and communication advancements have greatly facilitated daily activities. One of the forms of technological advances is the emergence of social media. Social media platforms like Instagram, with its Insta-story feature offering options such as text, photos, or videos, not only serve as a means of communication and information sharing but are also utilized by many individuals as a tool to form self-image. The formation of self-image carried out by students through Insta-story is by:

Sharing Positive and Useful Daily Activities Through Insta-story

The formation of self-image through Insta-story carried out by FISIP University of Lampung students is done by carrying out positive daily activities and then sharing them through the feature either in the form of photos or videos. In addition, they also often share content that has positive meaning. In that way, their followers have a positive assessment of them and follow what they do. The following are excerpts from interviews with several informants:

"As a Lampung multi mekhanai, I always share positive activities and useful information for my followers about Lampung culture and tourism. Apart from that, it is my duty as an ambassador for Lampung tourism and culture, but on the other hand, so that

other people understand and know the various positive activities that I do and understand more about Lampung culture and tourism" (interview with informant 4).

"The purpose of posting on Insta-story is for sharing, promoting, and self-image. And to share, I usually re-post interesting information from other people's social media accounts. In addition to promotions about my family's cooking business. Then that post will form a positive self-image in front of many people." (Interview with informant 3).

"For me, Insta-story is for sharing information and positive activities with other people. Moreover, I am an active student at HMJ, so I often post positive activities with my organization friends. In case that can have a positive effect on other people and make people have a positive assessment of me." (Interview with informant 8).

"I usually post various things on insta-story in a day, like videos, photos, and event texts that become self-reflections for other teenagers, but most of the posts are related to positive daily activities. At least these posts can create new energy for others, especially my followers." (Interview with informant 1).



Picture 1. Insta-story about Lampung

tourism



Picture 2. Insta-story about National Diabetes Day

The Insta-story feature is a place for students to express themselves and build their self-image in front of their followers. Through Insta-story, they can show their advantages or positive sides without explaining directly to others. When they need appreciation from others, of course, they design the activities carried out in such a way that can be posted through the insta-story feature so that they get a positive response as their wishes. The positive response they get sometimes becomes their enthusiasm to carry out activities in their daily lives.

This fact is in line with the concept of Johana et al. (2020), which states that the use of Insta-story features as a community container to express themselves in line with their needs when using them. Based on the fact in the field that the needs of students in posting in Insta-story feature varies, but generally have something in common which is to get positive perception from others and hopes that can benefit others.

Sharing self-appearance (OOTD), make-up, and angles to get recognition from others

Insta-story is one of the features on Instagram that displays posts with a 24-hour time limit. After that, the post will disappear. Through Insta-story, teenagers can share moments more freely and spontaneously than on their main feed. This feature allows teenagers to

project the self-image they want. The delivery of more concise posts through Insta-story makes people prefer to see Insta-story than through feeds. In addition, posts on Insta-story indirectly shape a person's self-image through the content that is shared. The content shared includes everyday clothing (OOTD), makeup, and photo angles. These posts often aim to inspire and provide a positive influence to their followers and of course, will shape their self-image in front of others. The following are excerpts from interviews with several informants:

"I love to post about my appearance, such as wearing good clothes when I am going to study and hanging out with friends, family, and others. In addition, I often take a selfie for makeup looks that I always do in my daily life, so that can inspire and create a self-image." (Interview with informant 5).

"If I post on insta-story in a photo form or videos with a good angle, then add edits with a filter. So it can add beauty to the picture. I do it because that can give me satisfaction, self-existence, and self-image for the people who see my post." (interview with informant 9).

"I love to post my selfies with nature's beauty angles, and sometimes I post about daily life, but just in a good one. In a day there's always something that I post. It counts as daily content, especially if there is a response from others who recognize the beauty of what I have shown in the feature, which can increase my enthusiasm to always post. Of Course, what I post is a good one not, a bad one." (interview with informant 2).



Picture 3. Insta-story photo post

Today's students use the insta-story feature to perform their role in achieving their goals. They branded themselves through the feature to build images for their followers. The results of this study show that they post a variety of daily life, photos, videos, appearances, and others to form a positive self-image. This fact can be analyzed using the dramaturgy theory by Goffman (1956), that all social life activities performed by individuals are like the play stage. Individuals make impression management efforts when interacting with others to impress others. Similarly, students interact socially using Insta-story social media, where they manage themselves by using an attractive look so that others can impress them and have a positive image according to their expectations.

Reasons FISIP University Lampung Students Use Insta-story to Build a Self-Image

The formation of self-image through social media has various goals, depending on the individual's motives. There are reasons behind students using Insta-story in forming self-image:

The Platform of positive information that can Build Self-image

Insta-story is used among students, including FISIP students of Lampung University to know more about various information. Around 500 million active users daily. Insta-story is functioning as a fast source for news, fashion trends, entertainment, and other

information. As a widely used feature, Insta-story is not only for communicating. In addition, insta-story can share and access information. Some students use the feature to provide informative and educational content to their followers, thus making themselves informative and up-to-date individuals. Here is an interview quote with some informants:

"I use insta-story because it is more used and accessible than Instagram's feed. I do not only show daily activities, or photos and videos. But, as a platform to share positive information with others, it is re-post from other people's accounts or myself." (Interview with Informant 1).

"Insta-story is such a comfortable feature to convey information. Yet, the insta-story will disappear in 24 hours by itself. So, I can post other information. I post a lot of positive and informative things through insta-story. Especially, when I post positive information or daily activities someone responds with like symbol." (Interview with Informant 4).

"Compared to other features on Instagram I most liked posting on insta-story because it is getting real to be seen by people, the same as when I saw people's insta-story it seemed more real. So, when I see a positive insta-story post from other people, I feel like I am getting enthusiasm to share such a positive insta-story too. So, I want to do the same things to give such positive information to others." (Interview with Informant 7).

This fact is in line with Dianingtyas & M. Putri's (2018) social media that insta-story is a platform to convey information that can affect self-image. The development of technology with Instagram as a social media, insta-story feature allows a student more easier to convey the information that they want, it is depending on their motive or

goals. Of course, they do that because there are some expectations that they want to achieve, although sometimes they convey information not because they want it, which just because they just want to build self-image.” (Fajriati, 2020).

The Desire to Be Known to Inspire Others

Many students use insta-story because they want to be famous and can inspire others. For example, when posting positive content like cooking recipes, leadership, community, or influencer activities, all these things can help to build a positive self-image and inspire followers. Insta-story functions as a creativity platform and self-expression, and has contributed to conclusive self-image. Here is an interview quote with some informants:

“I use insta-story to build self-image. Everyone will post something on social media. The aim is to build a positive assessment, so branding self-image is truly important, especially now there is a platform for people to build self-image.” (Interview with Informant 4).

“The insta-story, what I post always shows a daily life and positive activities such as when I made a cake, followed HMJ community, Followed training, social activities, and others. For sure, I do that because I want to get a positive assessment and can inspire people.” (Interview with Informant 8).

“I use Instagram. For insta-story, I want to tell something that can inspire people, whether from video reposts, texts, or daily activities. For me, when I do it there is self-satisfaction. I can feel self-proud when many people see my insta-story and there always someone who replay my story that make me happy.” (Interview with Informant 3).

The fact is in line with the research conducted by Calhoun (1995) which states that self-image is an individual’s view of themselves according to acknowledge, value, and

expectations of themselves. The self-concept that they have is expressed by social media insta-story. They posted the best version of themselves to get validation from their followers that they have a good value with the beauty of daily life displayed through their social media (Situorang & Hayati, 2023).

Job Opportunity

Build a professional image on insta-story that can open up job opportunities. Companies often review social media profiles when recruiting candidates, so it is important to present themselves positively, including positive content through insta-story, because that can be reviewed by others. So, that can create a positive assessment for people who see it and open up job opportunities for themselves. Here is an interview quote with some informant:

“I had an offer to endorse clothes from one of the boutiques in Bandar Lampung because they saw my social media post on Instagram and insta-story. Especially, I have quite a lot of followers, so when I posts my endorsement on insta-story can affect others to buy.” (Interview with Informant 9).

“I had an offer MC from one of EO in Bandar Lampung because I always post my MC activities. So, one of my followers saw my insta-story and gave information about me to the EO. Finally, they gave the offer.” (Interview with Informant 5).

“I ever had an offer to market the product on my Instagram feed or through insta-story. Even though I am not an influencer, I was shocked because it was the first time I had an offer. At the time, they offered me a food promotion. Perhaps anyone has seen my post about local food that I packed so well, and some are interested in my post packaging. Thank goodness, I am glad that someone can appreciate in the form

of job offers even though the number of the payment isn't big, but I am happy.” (Interview with Informant 2).

“I ever posted a video when I was using makeup and the result was many people liked it, then there was an offer to makeup someone else. At the time I was at the graduation. The information was word of mouth. Perhaps someone has seen my Instagram feed and insta-story, then finally informed others.” (Interview with Informant 9).

Everyone using social media has certain motives and goals. Some people use social media to promote themselves by uploading photos, videos, and daily via Instagram, insta-story features, feeds, and reels. From self-promotion, there are finally job offers that can make income (Azizah, 2022)

Negative Impact of Insta-story Use in the Formation of Self-Image of FISIP University of Lampung

The use of insta-story as a formation self-image by teenagers not only has a positive impact. Based on the result of the research, conducted by the result there are some negative impacts that FISIP students felt about insta-story activities. Here are some negative impacts:

Disruption of Mental Health in the form of Addiction and Depression

The habit of posting in every activity makes FISIP students addicted. In everyday life, they have to make the best possible plan of activities to be posted and liked by their followers or anyone who sees the post. The following information has been delivered:

“In my daily life, before I leave the house, I plan what activities to post because I am used to it. Especially, when many people see it, that makes me addicted to continue doing the posts, even sometimes in a day can be two or three posts.” (Interview with Informant 1

“Usually when I was on campus, I had to post my activity through insta-story, whether it was an activity when I was studying or with my friends, and what I posted was a good one so others could respond positively. Even before posting I will clay and edit a few times. Because I am used to doing that feel like I have been addicted.” (Interview with Informant 3).

Some informants have established that if you do not post in a day or posts but it does not fit the expectations, even the viewers are less, and if someone comments out of desire, it can cause depression and not excitement to do their activity. According the following informants have delivered:

“If I forget to post in a day, I will spoil myself, even my environment. Not only that, even though I have posted my activities for me is good enough, and I hope that many people will like it. If there is someone who has commented on it, I can be sad and directly delete the post.” (Interview with Informant 5).

“I have posted photos and videos. I have been editing a few times, but the result does not fit my expectations. Well, it makes me feel mad. Especially, when I got a few viewers and thought the post was not good. And that is the moment I got myself spoiled.” (Interview with Informant 9).

Disruption of Mental Health in the form of Decreased Self-Confidence

FISIP UNILA students who are used to posting daily activity through the insta-story feature sometimes experience a decrease in self-confidence when the video or images but the result do not fit their expectations, their confidence level decreases, especially after compared with other people's posts better than their posts. This was experienced by one of the

informants:

“I posted when I was in a speech during HMJ activities, I have posted because I think it was an achievement because I have never done such a speech in public. Then, I posted and I always saw my post. I felt proud, but then, after a few times, I felt that what I said in the presentation was not interesting and did not reach the audience. So, that makes me lack of confidence. Even my confidence level has decreased when I see my friend’s activities posts that are better than mine.” (Interview with Informant 6).

Based on the facts above prove that the formation of self-image through insta-story features not only has a positive impact but also has a negative impact that is like the disruption of mental health experienced by teenagers. Mental health is a condition mental health is a condition where a person is free from disturbing mental disorders, can live life normally, and can adjust to the problems that occur (Lim et al, 2021).

The mental health disorder experienced by FISIP UNILA students is one form of Instagram anxiety mental disorder. Instagram anxiety is a mental disorder that attacks itself psychologically after seeing posts on Instagram and comparing them with other people’s posts will result in anxiety, sadness, stress, addictions, jealousy, and other forms (Widyaningrum, 2020; Lim et, 2021)

Mental Disorders experienced by some FISIP UNILA students can also be said by people who have narcissistic personalities who have an overview of themselves. They have a desire to get excessive attention and praise, even though they are afraid of criticism and failure through posts uploaded on their insta-story. According to Davison et al. (2006), narcissism is the personality of a person who loves and centers on themselves, which manifests in his behavior and expects praise, admiration, and adoration.

Theory Analysis

Based on the results, the establishment of self-image through Insta-story is according to the perspective Hyperreality of Jean Baudrillard (1988). The hyperreality concept is a reality reality constructed as a game that exceeds reality. So, looks more beautiful and interesting. One tool to construct reality by using Instagram social media through its Insta-story feature. Many students use the feature by posting videos, posting, posting, and photos with a touch of editing to beautify it. The reality of an attractive self-look, positive activity, and inspiring life is done to form a self-image to be judged positively by others.

The use of social media Insta-story by students with different motives and goals is aligned with the concept of uses and gratification theory in which people use social media with different motives and ways to gain personal satisfaction. Most individuals use social media to get a positive impression from others and show the individual’s side. Through posts uploaded, individuals want to show who they are so that others have conclusions about them without explaining to others. However, not always what the individual delivers is the same as the original life, because what is shown is the best side of him. Social media is a stage to represent the best side to gain recognition from the environment and friends (Situmorang & Biathi, 2023). Representation is a picture of a piece of information about ourselves to people through a specific language (Hall, 1997).

Technology’s development through social media insta-story as a tool to build the self-image of the student is in line with the concept of Everett M. Rogers (1995). Diffusion of innovation is the spread of new things in a social system from one place to another, over a period of time. Social system from one place to another, from a certain period to another period, as good as from one particular field to another. Over period of time as well as from one particular field to another, causing social change. Thus, causing social change. Diffusion innovations in the form of social media can

bring social change to society in the form of in the form of many students who form a self-image with the convenience of these social media applications. Through Insta-story, students can easily shape their self-image through positive content, such as pictures, photos, writings, or videos. Either images, photos, writings, or positive videos.

The formation of self-image by FISIP UNILA students through insta-story is part of impression management. Where is Instagram through the insta-story feature, is an intermediary for communication between themselves and others through photos, writings, or images based on explicit meanings of themselves. Impression management is an attempt to build a perception or image of oneself in front of others through the arrangement of impressions.

Impression management is the estuary of the theory of Dramaturgy by Erving Goffman (Mutia, 2017). This theory states humans are actors who perform their roles on stage so that other people who see will be impressed. To make people impressed by their actions, they will show the best roles on stage. Since an actor performs their roles on stage they have expectations about the appreciation from the audiences. As Abraham Maslow's theory explains that human need self-esteem. According to him, there are two types of self-image, there are self-respect and respect from others (Wijaya & Kurnadi, 2022)

CONCLUSION

The rapid advancement of technology has led to the creation of various communication tools, including the internet, and the rise of popular social media platforms, such as Instagram. Insta-story is one of Instagram's features that can interest people and now has become widely platform used by internet user. Students of FISIP UNILA use insta-story not only for interactions and to convey information, but they also use insta-story to build self-image by sharing positive and worth daily activities such as sharing OOTD, makeup, photo angles to get recognition from others through insta-story. Even before posting, students will clay and edit

their content to make it more beautiful. They use insta-story for various purposes, such as gaining public recognition, making a positive impact on their followers, and looking for a better job opportunity.

Students also engage in activities such as applying make-up and dressing up before sharing content on Insta-story. Some students revealed that they felt less confident posting content without make-up. In addition, physical appearance plays a role in enhancing the visual appeal of the photo. Factors such as clothing, make-up, style, and photo angles are considerations in shaping their self-image on Insta-story. Despite its potential negative impact, Insta-story offers positive results by allowing users to project a well-crafted self-image.

The use of social media through Instagram's Insta-story feature has its meaning for its users. They consider that the post not only has a positive impact on themselves but also on their environment but in fact, the negative impact is also felt by many of its users who are in a phase of being very dependent on using social media as a place for existence and self-image in the form of mental health disruptions that can interfere with their personal lives.

RECOMMENDATION

The findings of this study are expected to be a consideration for all parties, especially FISIP University of Lampung students to use social media wisely, including the Instagram Insta-story feature. Users should avoid creating a misleading impression by posting photos or videos that do not reflect reality, solely to gain a good perception from others. In addition, users should be more able to control themselves in posting on the media so that they do not have a negative impact that can interfere with their mental or psychological.

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