

SHIFTS IN SOCIAL VALUES DUE TO USING SOCIAL MEDIA INSTAGRAM TOWARDS ADOLESCENTS IN MAKASSAR CITY

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ABSTRACT:

Shifts in social values caused by social media is currently rife, especially among young Instagram users. There are many factors that cause teenagers to do this, both from direct environmental factors, especially environmental factors from cyberspace. In this study the authors use a type of qualitative research with descriptive methods that aim to investigate, find, describe, and explain the qualities or features of the influence social that cannot be explained, measured or described through a quantitative approach. The results of the study show that Instagram social media certainly has an influence on its users. The effect that occurs, of course, varies depending on how users use Instagram. The use of Instagram for teenagers currently brings two different influences, namely positive influences and negative influences.

Keywords: Instagram Media, Social Value, Adolescent.

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INTRODUCTION

In the current era, the behavior of shifting social values is increasingly being carried out and shown by teenagers (Crone & Dahl, 2012). Increasingly, the culture of

shame is being held in high esteem by the people of Indonesia the more is lost (Guo & Hanley, 2015). The reflection of modern youth which is expected to be a generation capable of bringing about change actually

does the opposite (Amnå, 2012). The reason they do this is due to many good factors it's on environment directly, especially in the virtual world environment in the form of social media (George, 2014).

Social media makes it easier for users to exchange information without having to meet or meet face to face, as well as being a bridge that brings people who are far apart. The existence of this social media seems to remove the limitations of distance and time in the process of spreading information. Currently, distance is not a barrier to communicate even though they are far from each other. As long as you can connect to the internet, social media users can connect with each other (Meshi et al., 2015).

In everyday life, social media is one that is needed and of course very helpful because it is a channel for delivering the messages and information needed by its users. The emergence of friendship sites (social media) which are currently increasingly popular with millions of people in the world is certainly able to trigger a shift in social values that exist in society, especially for teenagers where for these teenagers, social media is part of the experience of growing up for them (Wulandari & Wijaya, 2021).

One of the social media that is widely used among teenagers is Instagram. Of course, this application is known for its popularity which brings its users to be able to feel narcissistic every day. This is also not separated from support Instagram facility features that make users feel more confident (Djafarova & Rushworth, 2017).

In essence, the adolescent phase is a transitional phase from children to the adult phase, in which adolescents begin to search for their identity. During this phase, they also seek and try new things they like. The

tendency to imitate also occurs whether it is done consciously or not. In addition to their immediate environment, the virtual world environment on Instagram social media is also their main medium for finding something new because many of them are familiar with this application (Baía Reis & Ashmore, 2022). Teenagers today are very attached to Instagram. Without supervision, more time is spent on this application of time for communicate with people around even study time was disturbed. Talking about adolescent problems seems endless, where this phase has an emotional state that tends to be unstable, wants to appear to exist, and is recognized by the surrounding environment, and prefers to have something to be proud of and become identity themselves (Mahendra, 2017).

However, information obtained through Instagram social media sometimes contains things that are less useful, which is not it post something that smells of creativity, but only for show-off, arrogance, and others. Of course, posts like this are feared to harm themselves. Therefore, based on the explanation above, the researcher wants to study about "Shift in Social Values Due to the Use of Instagram Social Media for Makassar City Youth".

RESEARCH METHODS

In conducting research, the authors have conducted research using a qualitative descriptive method approach. This method was chosen because it is used to investigate, find, describe, and explain the quality or features of influencesocial which cannot be explained, measured or described through a quantitative approach (Saryono, 2019). Descriptive method is a fact finding that uses interpretation right. In this research study about problem

problem available inside community environment and the procedures used in society in certain situations (Mohajan, 2018).

The subjects in this study were Makassar city adolescents who actively used Instagram with the criteria of being 12-21 years old. In collecting data, researchers conducted a survey in the form of a questionnaire or questionnaire. Questionnaires or questionnaires are a number of questions given to respondents to answer in order to provide personal information related to the questions given by researchers. In this questionnaire, the respondent only needs to check the answers that are already available and give reasons. So that the information provided is in accordance with the facts and researchers obtain accurate data.

Data collection techniques and data analysis are carried out through:

1. The interviews used in this study were semi-structured interviews (semi structured interviews). Interviews were conducted not only in the context of collecting data/information, but qualitatively were carried out to explore related understanding, behavior and perceptions, both from participants and researchers.
2. Observation. Researchers observe directly and record all the problems studied, through this technique an overview of how people use Instagram social media in conveying aspirations to the Makassar city government. on the facts of empirical events (Aladdin & Alfathan, 2022).
3. Document analysis is data collection that can be used to support data obtained from interviews and observations. In addition, the data

source can be in the form of administrative notes, memos, agendas or other relevant documents (Ali et al., 2022).

RESULTS AND DISCUSSION

The influence of Instagram on the lifestyle of teenagers can be seen from the many photo and video posts that follow the styles that are currently trending. They tend to imitate and have a very high interest and curiosity about something they find interesting, this is because they are still unstable in think and act. Not many of them just imitate or imitate a lifestyle that is considered good, interesting or otherwise without them sorting and choosing whether it is good or not. Like how to dress that is not in accordance with the ethics of dress in general. In using Instagram, of course, it has negative and positive impacts depending on each user (Brough et al., 2020). The negative impact of the lifestyle carried out by these teenagers is having the nature of hedonism. Hedonism or scatter scatter they usually do this money by hanging out in a place like a cafe, coffee shop, etc. In addition, teenagers who use Instagram are often influenced by what they see, such as seeing an interesting, aesthetic, and Instagrammable tourist spot, they are usually immediately interested and want to travel immediately or go on a trip to visit that place (Garner, 2020).

Most of them said it happened because they wanted to do it as a result of what they saw on Instagram, so they were influenced and followed it. Besides that, the

nature of wasting money is a result of the influence of using Instagram, namely buying a product that they see. The products they usually buy are the result of promotions carried out by artists, celebrities, influencers, etc. Most of the products they buy are products beauty, fashion, and food (Martínez-López et al., 2020).

Several teenagers who filled out the survey said that the prices promoted were cheap and not available in offline stores. There is Pula teenagers who said they bought the product because it attracted attention and decided to buy it. Positive influence of use Instagram There are many benefits to the lifestyle of today's teenagers. Teenagers are currently using Instagram post feeds as photo and video content, which of course makes teenagers more creative in the fields of photography, videography, editing, copywriting, etc. (Sutherland & Sutherland, 2021).

Creativity Teenagers in creating Instagram content have their goals each one like beautifying the page profile to look aesthetically pleasing, influence others to follow him, disseminate information and education to his followers, and hone their abilities so that they continue to grow. Another positive influence is on the appearance of today's teenagers, some teenagers say they use Instagram to find fashion references so they can find out what kind of appearance or outfit they can mix and match more with themselves, so they can appear more confident. In addition, other teenagers say that they use Instagram to looking for motivation by

looking for useful posts such as posts related to education so that they can increase enthusiasm and be diligent in carrying out learning activities (Saud et al., 2022).

Not only lifestyle, it turns out that playing Instagram, of course, has an impact on the ethics or behavior of its users. Based on the data obtained, only a few teenagers admit that they have violated the ethics of social media on Instagram. Below is a diagram of the types of ethical violations that have been committed, done by teenagers. From this it can be seen clearly that Instagram really has an influence on its users. Lifestyles are starting to change starting from wanting to appear to be a person who can attract the attention of others and make us a little more pushy to buy something we want, even though in reality the economic situation we have is not so good. Teenagers nowadays are more concerned about prestige or ego and they are afraid that they will be seen as not being up-to-date or out of date if they don't do something that is trending (Yuliansyah, 2022).

This may be normal for those who are capable in terms of material but it is different from those who are lacking in material terms, they will definitely demand that their parents fulfill their wishes. A lifestyle that forces itself as if only to appear on social media like this should not be done because it will only make things worse in the real world. This influence usually occurs because they see artists or celebrities performing in a luxurious style and visiting a

place so they want to feel and try what they see. Currently there are still some teenagers who have not been able to apply the ethics of social media and are still often influenced by other people's lifestyles (Orben, 2020).

We as teenagers should be able to control their lust and ego in using social media. Apart from that, the use of Instagram social media should also have supervision from parents so that teenagers are not carried away by negative currents so that teenagers can sort out lifestyles and good ethics on Instagram. This change in lifestyle and ethics was also felt by several teenagers who filled out the survey and they thought that this change occurred depending on each individual in using Instagram social media. They can feel that there are some people who are changing in a positive direction such as becoming more creative and innovative in creating content, being able to take advantage of Instagram media as a field for business. Not only that, they also feel that today's youth are willing to do anything to get recognition from the virtual world. They also realized that there were some teenagers whose attitudes were not good and impolite in commenting on Instagram posts.

Discussion

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unstable in think and act. Not many of them just imitate or imitate a lifestyle that is considered good, interesting or otherwise without them sorting and choosing whether it is good or not. Like how to dress that is not in accordance with the ethics of dress in general.

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The products they usually buy are the result of promotions carried out by artists, celebrities, influencers, etc. Most of the products they buy are products beauty, fashion, and food. Several teenagers who filled out the survey said that the prices promoted were cheap and not available in offline stores. There is Pula teenagers who said they bought the product because it attracted attention and decided to buy it.

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Even though social media is often only a means of conveying initial information, netizens usually immediately get busy in the comments column to give their opinions. This is where the government gets input in the form of criticism and suggestions from the public. If the government is wrong in providing treatment, it could be that the level of

public trust in the government will decrease. There are actually many accounts on Instagram that are of concern to the government, but there are some that are of particular concern, especially those with a lot of followers, namely above 400 thousand, namely the accounts @makassar__info and @info_kejadian_makassar where if we calculate the level of impressions from these two accounts for a week they are in range 16 million viewers, or you could say there were 16 million interactions with content uploaded on the two accounts during the week. The results of data collection by researchers get facts in the field where aspirations that circulate widely on social media and even go viral tend to be responded more quickly by the government. Apart from preventing chaos, action fast from the government also gives satisfaction to the community and maintains the level of community trust in the government.

Of the various aspirations conveyed by the public via social media, there are several that have a very high chance of being followed up immediately because several reasons including if the issue that develops has the potential to cause uproar in the community, issue which concerns the interests of the people, issue which need immediate treatment. Researchers took samples of damaged road incidents on the Antang axis road where the community became uneasy due to damaged roads and tended to blame the Makassar city government. After receiving clarification

from the Makassar city government that the road is on the axis Antang is not the authority of the city government but the authority of the government Province Sulawesi In the south, people also use Instagram social media to convey their aspirations to the South Sulawesi provincial government using the Instagram info accounts @info_kejadian_makassar and @makassar_info followed by other Instagram accounts.

After it became viral on social media, there were several content creators and influencers who also provided comments in the form of video content. Not only them, Syharuddin Alrif, a member of the Provincial DPRD, also uploaded the condition of the damaged road on the Antang axison account personally @syharuddin_alrif_1 and reaped many comments in the form of support and criticism. This made the provincial government of South Sulawesi speak up and finally make improvements to the road put gravel to fill in the damaged road.

By uploading it on Instagram social media, besides being able to become viral, it can also automatically be witnessed by the wider community at once commented by netizens, both positive and negative comments so that the government and related agencies tend to take fast and appropriate steps. Social media can also be used as a benchmark by the government to see and assess the character of the people of Makassar city by paying attention to several indicators, for example what content is busy and often becomes a

trending topic, what time does the average level of comments increase, what gender tends to give comments and in age how many commented

With the presence of social media, it actually makes it easier for the government to identify problems that are developing in society and can quickly take them step Step strategic in handling it because social media itself is embodiment people in the real world, precisely in cyberspace openness is more obvious because people who were previously shy or afraid to voice their aspirations directly can quickly send their messages and opinions through social media. The government and social media admins are in intense collaboration so that the government can make Instagram social media a deep mouth piece socialize government programs as well as being a tool for clarification and responding to people's aspirations. The message that the government wants to convey through social media is a form of information that needs to be known by the public, through this social media it is easier and faster to convey (Ali et al., 2022).

CONCLUSION

Based on the results of the study, it can be concluded that Instagram social media certainly has an influence on its users. The effect that occurs, of course, varies depending on how users use Instagram. The use of Instagram for teenagers currently brings two different influences, namely positive influences and negative influences. The positive influence

that occurs among adolescents is that they become more creative in creating content, making Instagram a medium for finding information and references. The negative influences that occur include being hedonistic or wasting money, being easily influenced by what they see, following other people's lifestyles. This youth has violated the ethics of social media by making malicious comments, taking other people's work, spreading other people's work without including the source, spreading information that is hoax and contains elements of SARA, pornography, and violence.

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