

ABSTRACT

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ANALYSIS OF THE IMPACT OF SOCIAL INSTAGRAM MEDIA ON TEENAGE BEHAVIOR LIFESTYLE IN BINTARA DEPOK HIGH SCHOOL

Keywords: Influence, Media, Social, Behavior, Youth

The era of globalization is increasingly advanced technology, can not be denied the presence of the internet increasingly needed in everyday life, both in socialization activities, education, business, and others. It cannot be denied that social media has a big influence on someone's life. A person who is initially small can become big with social media, or vice versa. For the community, especially among teenagers, social media has become an opium that makes users no day without opening social media. Even though in its development period, in school teenagers try to find their identity by hanging out with their peers. This study aims to find out the influence of social media. Explain about the influence of social media for adolescents in their development period and then to find out what influences on adolescent behavior caused by social media today.

This study aims to determine the impact of @anyageraldine Instagram social media on the lifestyle behavior of adolescents in Depok High School High School. In this study, researchers used qualitative methods because they wanted to explore the facts, symptoms, and events of the influence of social media on adolescent behavior in the field as they are in the context of space and time and the environmental situation of adolescents naturally. The research instrument used was interviews with 5 informants who were taken using Cognitive Social Theory. The results of this study indicate that informants prefer to follow the fashion style of anyageraldine that is fashionable rather than following his full life style. besides that the informant also wanted to be famous and successful like Anyageraldine. @Anyageraldine's Instagram not only posted photos and full videos but there were also photos of her endorsement such as clothes, makeup, sneakers, and so on. But the main thing is a positive lifestyle to be liked and followed by teenagers.