

Intensity and Pattern of Use of the Instagram Social Media Among 196 Junior High School Students at Cilangkap, East Jakarta

Santa Lorita Simamora* Dicky Andika

Senior Lecturer in Communication Program, Mercu Buana University, Jakarta, Indonesia

Abstract

This research was conducted to determine the intensity and patterns of Instagram usage among the students of 196 Junior High School in Cilangkap, East Jakarta. The subjects in this study, the 7th and 8th grade students, were chosen based on purposive techniques. The theory used in this research as the foundation of thinking is the Theory of Media Literacy and concepts that are relevant to this research. This qualitative approach uses descriptive qualitative methods. The analysis technique in this study is the qualitative data analysis technique from Huberman by making a reduction and categorization of the results of the data collected through non-participant observation and in-depth interviews with the research subjects. The categorized data is then displayed in narrative form. The results of this study describe the intensity and patterns of Instagram uses among junior high school students in 7th and 8th grade as the "now generation" or generation Z.

Keywords: Intensity, usage pattern, Instagram

DOI: 10.7176/NMMC/82-03

Publication date: August 31st 2019

Introduction

The existence of the internet provides a lot of convenience to its users, which makes it easier for users to access all information and entertainment from various parts of the world. In addition, the presence of the internet produces a new generation or the next generation. This new generation is considered to be a future generation of solitary character (desocialization), raised in a new cultural environment of interactive digital media (Ibrahim, 2011). Another thing is that the pattern of social interaction in the millennium has shifted to interaction through technology, namely through the internet, which is then better known as social media (social media).

One trend social media used to communicate by the younger generation including teenagers, is Instagram. Since its presence, Instagram attracts teenagers. Using a mobile phone connected to the internet, makes teenagers can download the Instagram application on their mobile and ready to share many things with fellow Instagram users.

According to Lim (2017) Instagram as a social photography application does not require a fee and designed to be used on smartphone phones, Instagram gives users what they can do visual sharing to fellow Instagram users. This is what encourages users to be interested in accessing Instagram.

Instagram launched in 2010, the first free Instagram application came out as one of the social media platforms. According to Hoing and MacDowall (2016) Instagram is the most used by users in 2015. Instagram growth is very fast, this is because Instagram has a selfie or self portrait application that attracts ordinary social media users.

The choice of Instagram as a medium to communicate is inseparable from the facilities available on the Instagram account, like the elements mentioned in the previous paragraph, the advantages are there are elements of photography that can be edited by the user to make it look better. It can also display cinematic videos. These things add to the attractiveness of Instagram for teens, so it's no wonder that Instagrams are fast in demand as a place for existence and self-actualization. Soelarko (2015) says that more and more connoisseurs and photo enthusiasts change the use of the photo itself, first as a complement to an article, now the photo is the main part and the writing is only a caption or explanation of the photo.

Reported by Mashable's page on Wednesday (10/24/2018) related to the results of Pippa Jaffray's research, that Instagram is the most widely used platform for teenagers per month (<https://techno.okezone.com/read/2018/10/23/207/1967962/>). The increasing interest in using Instagram among teenagers has various consequences that might arise, what's more if teens use high intensity Instagram. Among other things the phenomenon that occurs in adolescents who are not intelligent in using Instagram social media like, Instagram can make addicted teenagers lazy to learn because they are too cool to play Instagram, Instagram users upload pornographic photos so as to become a place for teenagers to access pornographic photos, as a result many teenagers sexually abuse, teenagers believe and are incited by hoax news through Instagram.

Seeing the problem mentioned above and the reality that many Instagram users are teenagers makes this phenomenon quite interesting to study, considering that adolescents with psychological conditions are immature but are very familiar with communication technology, although in the school environment each student is

prohibited from carrying a cellphone during study hours .

Teenagers outside school hours have time to freely interact through Instagram. If teenagers do not get assistance from their parents in using Instagram, can cause problems, like forgetting worship time , do work or help parents at home.

The use of social media among young people can affect their emotional maturity, and from the results of the study found that teenagers are internet users especially social media, tend to be less mature emotions, especially Instagram. This is also supported by studies conducted by the British Royal Society for Public Health (RSPH), that a short photo and video sharing application that now has 700 million Instagram users worldwide is considered a social media platform that often makes young people depressed , anxious, and loneliness compared to other social media. Based on the results of the survey conducted with 1,500 respondents aged 14-24 years, it was found that Instagram made young people feel low self-esteem, poor body condition, and lack of sleep. According to the CEO of RSPH Shirley Cramer (in Coverage 6.com) said dan that Instagram and Snapchat adversely affect mental well-being, and poor mental well-being will ultimately disrupt the emotional maturity process . The emotions of adolescents are difficult to mature because self-image becomes worse when they get bad comments on the photos and videos they upload. This happens because if there is a bad comment or a little love sign, it makes low self-esteem and anxiety, so that anxiety makes teenagers vent their emotions carelessly. This gives rise to emotions that adolescents find difficult to mature. The results of other studies conducted by the American Psychological Association (APA) also show that technology and social media have made teenagers stress a lot and affect their overall mental health. One of the disturbed mental health is emotional maturity, teenagers become irritable and difficult to regulate emotions. Based on the description above, the authors are interested in conducting research on how junior high school students 196 intensively use Instagram as a daily communication medium. Then what is the pattern of the use of Instagram social media among junior high school students 196 as a teenager generation "Z". To explain this, the researcher conducted research with the following research title: Intensity and Pattern of Use of Instagram Social Media among Middle School Students 196 Cilangkap, East Jakarta.

SMP 196 Cilangkap, East Jakarta is the choice of place to conduct research because SMP 196 is a National Middle School with a fourth rank achievement in the Cilangkap District and in urban areas. In addition, the SMP is close to the Mercu Buana Kranggan Campus, Bekasi, with a distance of only 1.2 km. So that it becomes a social responsibility University of Mercu Buana observes and examines various environmental phenomena around the campus, one of them through research.

Research Purpose

Based on the formulation of the problem above, this study aims as follows:

1. Describe the intensity of Instagram social media usage among students of SMPN 196 Cilangkap, East Jakarta.
2. Describe the pattern of Instagram social media usage among students of SMPN 16 Cilangkap, East Jakarta.

Theoretical Framework

Intensity of Use of Instagram

The intensity of the use of Instagram social media based on quality is a form of attention and interest that someone makes in using social media and emotional feelings in which interest and appreciation are involved when accessing social media, while based on quantity, intensity or number of activities carried out can be seen from the frequency. Aspects that form the intensity are attention, appreciation, duration and frequency.

According to Chaplin, J.P (2006: 45) intensity is a force that supports an opinion or an attitude, while the notion of intensity in English is intensity which means quantitative aspects of feeling wherein it involves interest and attention accompanied by awareness that accompanies an activity or one's experience (Suryabrata in Rini Dian, 2011: 31).

Furthermore, the intensity according to Azwar (1998) is the strength or depth of attitude towards something. Intensity can be said as a form of attention and interest of a person based on the quality and quantity appointed by the individual (Santrock, 2006). Furthermore, according to Del Bario (in Anggi Erma, 2012: 85) the intensity or number of activities carried out can be seen from the frequency.

Based on the explanation above, the intensity of the use of social media based on quality is a form of attention and interest made by someone in using social media and emotional feelings in which interest and appreciation arise when accessing one's social media while based on the quantity of intensity or the number of activities carried out can be seen from the frequency. Aspects that form the intensity according to Del Bario (in Anggi Erma, 2012: 87) and its relation to social media are:

a) Attention

Attention is an individual's interest in activities that are in accordance with their interests and will be far more powerful and intensive compared to other activities that do not cause particular interest. Someone has special attention when accessing social media that they enjoy, so that the person can enjoy

activities when accessing.

b) Appreciation

Understanding that is understanding and absorption of information on the existence of individual efforts to understand, enjoy, appreciate and store information and experience that can be obtained as individual knowledge. Individuals like to imitate, practice and even be affected by things or information contained on social media in real life.

c) Duration

Duration is the length of time interval, the time span or duration of something that lasts. Often when using social media a person becomes unconscious of time because he enjoys using it too much.

d) Frequency

The frequency is the number of repetitions of behavior or behavior that is done repeatedly both intentionally and unintentionally. Frequency refers to something that can be measured by count or by time. Often because enjoying so much using someone's social media tends to be inseparable from its use, it repeatedly opens popular social media sites.

Instagram Social Media

Definition of Social Media is an online media that its users in socializing and interacting is not limited by space and time. Social media includes social network, discuss, share, social games, virtual world, live cast, livestream, and the last is microblog (Rustian in Olivia Saputri, 2014: 63). Keplan, Andrean and Haenlein, Michael (2010) define social media as a group of internet-based applications that are built on the basis of ideology and web technology, and which enable the creation and exchange of user-generated content. Based on this understanding, social media is an internet-based application that is used to establish communication with other people who are not limited by space and time.

Characteristics and Benefits of Social Media according to Keplan, Andrean and Haenlein, Michael (2010) are as follows:

1. The message conveyed is not only for one person but can be sent to various people, for example messages via SMS or the internet.
2. Messages delivered freely, without having to go through a Gatekeeper.
3. The messages delivered tend to be faster than other media.
4. The recipient of the message that determines the time of interaction.

Based on the characteristics stated above, it can be concluded that the characteristics of social media are messages that can be conveyed to various people, free, tend to be faster, and recipients of messages that determine the time of interaction. Social media is able to develop and compete with various other communications, even providing important benefits for various audiences. Some of the benefits of social media according to Danis Puntodi (2011: 27) are as follows: Personal branding is not only figure, it's for everyone. Various social media like Facebook, Youtube, Instagram or Twitter can be a medium for people to communicate, discuss, and even get popularity on social media. The advantage of building personal branding through social media is not knowing tricks or false popularity, because the audience will determine.

Social media has viral properties. . Viral means having a virus-like nature that is spreading rapidly. Information that emerges from a product can be spread quickly because the residents of social media have the character of sharing.

According to Kaplan and Haenlein (2010) there are six types of social media, namely:

- a. Project Collaboration Website allows users to change, add or remove content on this website. For example: Wikipedia.
- b. Blog and microblog , users are more free to express something on this blog such as telling stories or criticizing government policies. Examples are Twitter, Blogspot, Tumblr, Path and others.
- c. Content Users of this website share media content, such as videos, e-books, images, etc., for example Youtube.
- d. Social networking sites Application that allows users to be able to connect by making personal information, so they can connect with other people. Personal information can be like photographs. Examples are Facebook, Path, Instagram and others.
- e. Virtual game world, a virtual world where replicating 3D environments, where users can appear in the desired avatars and interact with other people in the real world, for example online games.
- f. Virtual social world. The virtual world provides experience as if the user feels alive in the virtual world, just like the virtual game world.

Furthermore, according to Kaplan and Haenlein (2010), based on exposure to the types of social media there are six types, namely collaborative projects, blogs and microblogs, content, social networking sites, virtual game world, virtual social world.

The number of Instagram users is inseparable from the facilities or features owned by the Instagram. In

sequence, Instagram features are presented as follows:

- a. Followers
Followers also become one of the important elements, the number of likes from the penguin greatly influences whether the photo can be a popular photo or not.
- b. Upload photos
The main use of Instagram is a place to upload and share photos to other users. Photos that you want to upload can be obtained through a camera or photos on the device photo album.
- c. Camera.
Using the camera via Instagram can also directly use existing photo filter effects, according to the wishes of the photo user.
- d. Photo Filter.
The initial version, Instagram has 15 photo effects (filters) that can be used by users when they want to edit photos. Before uploading a photo, users can enter a title or caption to name the photo according to what the user thinks.
- e. Arroba.
Like Twitter and Facebook, Instagram also has a feature that can be used by users to offend other users by adding an Arroba (@) sign and entering the name of the Instagram account of that user.
- f. Photo Label.
When a user labels a photo, the photo can be easier to find. The label itself can be used in all forms of communication that regulate photo color, brightness, saturation, cropping of photos and so on that are related to the photo itself.
- g. Race.
As a media for uploading photos, one of the uses of Instagram is as a venue for photography competitions. In this competition, the race organizers used a label to indicate that the uploaded photo had taken part in the competition.
- h. Publication of social activities.
Like other social media, Instagram is a media to notify local and international social activities. The way to follow this is to use the Instagram label.
- i. Organizational Publication.
In Instagram there are also many organizations and companies that publish their products. Examples include Starbucks, Red Bull, Nike, and others. Many of these products have used social media to introduce the latest products to the public, they do not need to spend even a cent to do the promotion.
- j. Geotagging.
After entering the photo title, the next part is the geotag section. This section will appear when Instagram users activate their GPS on their device. Thus the device can detect the location of the Instagram users.
- k. Social networking.
In sharing photos, users can not only share them via Instagram, but they can also be shared through other social networks such as Facebook, Twitter, Foursquare, Tumblr, and Flickr which are available on the Instagram page to share the photo.
- l. Sign likes.
Instagram has a liking feature that has similarities to what Facebook provides, which is a sign that other users like the uploaded photos.
- m. Popular.
When a photo goes into a popular page, which is a collection of popular photos from around the world at that time. Indirectly the photo will become something that is known to the foreign community, so that the number of followers can increase more.
- n. Instagram rules.
As a place to upload photos of the general public, there are a number of separate rules from Instagram, so that users do not upload photos that conflict with the rules
- o. Signing photos with flags.
Mark photos with a functioning flag if the user wants to complain about other Instagram usage. This is done if a photo contains pornographic elements, threats, stolen photos or photos that have copyright. (Instagram - Wikipedia Indonesian, free encyclopedia).
- p. Instagram Story.
The many choices of features in Instagram become an element that is able to attract the public to use Instagram, anywhere and anywhere if accessed by the internet can share messages both in the form of verbal or nonverbal messages. Through social media Instagram, one can use Instagram

social media as a channel to carry out social and economic activities and other activities to meet the needs to get satisfaction.

Patterns of Using Social Media Instagram

To facilitate an explanation of patterns of media use, the author begins an explanation of the notion of patterns, the author begins an explanation of the notion of patterns. In the large Indonesian dictionary, the definition of the pattern is as follows; pattern is a system or way of working. Pattern also means a fixed form (structure).. Based on this understanding it can be said that the pattern can be formed from the existence of a system or way of working or activities carried out repeatedly. Repetitive activities form a fixed structure that is a pattern.

To explain the pattern of media use can be illustrated when someone chooses and then uses a media based on the existence of certain motives for using the media very person will have different motives in determining the media to be used. Motives are seen according to Kaplan and Haenlein (2010), when someone uses media to meet their needs while at the same time it will show some habits when using the media. These habits include:

- a. Frequency of media usage.
frequency of media use at the level of frequency in using media. The level of frequency can be seen based on units of days, weeks, months and so on. The frequency of media use is strongly influenced by various factors. The more often someone uses the media, shows the higher degree of need and dependence on the media.
- b. Duration of media usage.
The duration of media use refers to the time used every time you use the media. There are times when someone uses the media, he only uses it for a while, but sometimes there is also a long time. The length of time needed to use the media shows the degree of need and dependence on the media
- c. Situation and condition.
Situations and conditions in this case indicate the atmosphere or situation that is happening when someone uses the media. Someone who really needs media and is dependent on the media will not choose the time to use the media. Anytime, anywhere and in any situation he still takes the time to use the media.
- d. Time and place.
Someone who makes the media as one of the main needs will always use the media anytime and anywhere. He will feel uncomfortable if he doesn't access the media.
- e. Choice of media content.
Content accessed by Instagram users in one Instagram account with another is different.
- f. Choice of media applications
everyone will have different tastes and needs for the media. Someone who is using a smartphone sometimes prefers to chat than watching television and so on.

The use of media with the same habits or behavior repeatedly will form a pattern. Someone who has certain motives in using media, naturally will be able to form patterns of media use. The use of media with motives for obtaining entertainment will be able to form different patterns with patterns of media use that are motives for using media to obtain information.

Teenagers as Instagram Social Media Users

The term adolescent in the West, known as "adolescence" which comes from the Latin word "adolescere" (adolescentia = teenager), which means growing into an adult or in the development of becoming an adult (Moh. Ali and Moh. Asrori, 2006: 19). Moh. Ali and Moh. Asrori (2006: 10) emphasizes that the adolescent phase is a phase of development that is at a p Harold, Albery (in Nurihsan and Agustin, 2013: 67) states that the period of adolescence is defined as a period of development experienced by a person stretching from the end of childhood to the arrival of adulthood. The age limit for teenagers is commonly used by experts between 12 and 21 years otential time, both viewed from the cognitive, emotional, and physical aspect.

Siti Rumini and Siti Sundari (2004: 53-54) defines adolescence as a transition period from childhood to adulthood which experiences the development of all aspects or functions to enter adulthood. The period of time in adolescence is early adolescents 12-16 years and late adolescents 17-22 year.

Limitation of adolescence from some experts has various variations, Monks, Knoers & Haditono (in Desmita, 2009: 72) distinguish adolescence into four parts, namely a) Pre-adolescence or pre-puberty (10-12 years); b) Early adolescence or puberty (12-15 years); c) Middle adolescence (15-18 years); d) Late adolescence (18-21 years).

This early adolescence until late adolescence is called the adolescence period. Adolescence, according to Mappiere (in Moh. Ali and Moh. Asrori, 2006; Chaplin, J.P, 2011) lasts between the ages of 12 years and 21 years for women and 13 years to 22 years for men. At this age, most adolescents are in high school. Adolescents intended in this study are 7th and 8th grade students in SMP 196 Cilangkap, East Jakarta with an age range of 13-14 years, that age is included in early adolescence.

The concept of adolescence includes a very decisive period because at this time children experience many changes in the psychological and physical. There are several characteristics of adolescents, including (Zulkifli, 2005: 65) states: Physical growth, sexual development, causal thinking, overflowing emotions, starting to be attracted to the opposite sex, attracting the attention of the environment, and being bound to groups.

Research methods

Research with this qualitative approach uses a constructivist paradigm. Constructivist paradigm, which is a paradigm that is almost the antithesis of understanding that places observation and objectivity in finding a reality or science. This paradigm views social science as a systematic analysis of socially meaningful action through direct and detailed observation of the social behavior in question creating and maintaining or managing their social world (Hidayat, 2003).

According to Patton (1978), constructivist researchers study the various realities constructed by individuals and the implications of the construction for their lives with others. In constructivists, each individual has a unique experience. Thus, research with a strategy such as this suggests that every way an individual takes in looking at the world is valid, and there needs to be respect for that view. The constructivist paradigm has several criteria that distinguish it from other paradigms, namely ontology, epistemology, and methodology.

Ontology level, the constructivist paradigm sees reality as something that exists but reality is plural, and its meaning is different for each person. *In epistemology*, researchers use a subjective approach because it can describe the construction of meaning by individuals. *In the methodology*, this paradigm uses various types of construction and combines it in a consensus. This process involves two aspects: hermeneutics and dialectics. Hermeneutik is an activity in arranging text - conversation, writing or drawing. Whereas dialectic is the use of dialogue as an approach so that the subject under study can be explored by his thoughts and compare them with ways of thinking about researchers. That way, the harmony of communication and interaction can be achieved to the maximum (Hidayat, 2003).

In order to achieve the objectives of the study while answering questions in the formulation of the problem, researchers use research methods that are relevant to the research problems. According to Darmadi (2013: 153), the research method is a scientific way to obtain data for specific purposes. The scientific method means that the research activities are based on scientific characteristics, namely rational, empirical, and systematic. Research rules in a qualitative research approach with qualitative descriptive methods. Qualitative as a guideline for researchers examines the theme of intensity and pattern of use of social media instagram for students of SMP 196 Cilangkap, East Jakarta as the subject of this study.

According to Nazir (1988), descriptive method is a method in examining the status of a group of humans, an object, a set of conditions, a system of thought or a class of events in the present. The purpose of this descriptive study is to make a description, description, or painting systematically, factually and accurately of the facts, characteristics and relationships between phenomena investigated.

In line with Kriyantono (2006) that descriptive research aims to make a systematic, factual, and accurate description of the facts and characteristics of a particular population or object.

The description of the intensity and patterns of social media use among adolescents is obtained through collecting data into the research field. The data collection technique used is triangulation which is combining several techniques to obtain primary data and secondary data. Primary data was obtained through in-depth interviews with the subjects who had been determined purposively, in this research the students were 10 students in grade 7 (a number of 5 students) and 5 students of 8th grade in SMP 196 who joined the extracurricular activities of the KKR (Youth Scientific Work) and were active and have an Instagram account. While secondary data is obtained through documentation studies, namely elaborating through various literature related to the research theme.

In-depth Interview is the process of obtaining information for research purposes by way of question and answer face-to-face between interviewers with research subjects or people interviewed, with or without using interview guides (guides) where interviewers and research subjects are involved in relatively long social life (Sutopo 2006: 72). So the researchers conducted in-depth interviews with the research subjects, namely 7th and 8th grade students of SMP 196 Cilangkap who had an intense and intense Instagram account using Instagram social media. In addition to collecting data through in-depth interviews with research subjects, researchers also made direct observations, namely observing patterns of usage of social media instagram by research subjects.

Observation is a sensory observation activity of researchers who are planned, systematic and the results are recorded and interpreted in order to gain an understanding of the object being observed. Observation is also

carried out when researchers hold conversations with research subjects. After the data is collected and the condition of the data is saturated, the researcher enters the data analysis stage with data analysis techniques using the haberman model. Qualitative data analysis of the Miles and Huberman models consists of 3 (three) stages :

1. Data Reduction Phase

A number of steps of analysis during data collection according to Miles and Huberman are: summarizing the data, coding the data followed by classifying the data until finally the data is labeled. Researchers are required to be able to carry out data reduction activities independently to obtain data capable of answering research questions.

2. Stage of Data Presentation / Data Analysis After Data Collection

At this stage the researcher is involved in the presentation or appearance (display) of the data collected and analyzed previously, given that qualitative researchers compose narrative texts. Display is a format that presents information thematically to readers. Miles and Huberman (1984) introduce two types of formats, namely: context diagrams (context charts) and matrices.

3. Conclusion Withdrawal Stage and Verification

The next step is the stage of drawing conclusions based on findings and verifying data. As explained above, the initial conclusions put forward are still temporary and will change if evidence is found that supports the next stage of data collection. This process of obtaining evidence is referred to as data verification. If the conclusions expressed at the initial stage are supported by strong evidence in a sense consistent with the conditions found when the researcher returns to the field, the conclusions obtained are credible conclusions.

In order for the results of this qualitative study to be considered good, Poerwandari (2001: 102-106) says that there are five criteria that must be met by researchers including: *The first* is openness, namely the intensity of the researcher discussing the findings with other people who are considered to master the field of research. *The second* criterion of conformability is the willingness of researchers to openly disclose the processes and elements of their research to enable others to conduct research. *The three* truths, the truth referred to here are truths which largely depend on the perspective of the people involved in them and therefore depend on the context of the situation as well as the internal definition of the giver. Furthermore, *the fourth* criterion of credibility lies in the success of achieving intentions, the ability to explore problems, describe settings, processes, social groups or complex interaction patterns. The researcher managed to dig all the information needed in one in-depth interview. *The final* criterion is transfability, namely the extent to which research conducted on a group can be applied to other groups by paying attention to settings and the context in which the study will be moved must be relevant or have similarities.

Research Results and Discussion

The approach to the research subjects and informants was carried out by researchers by direct observation and in-depth interviews guided by interview guidelines and in the data analysis stage, the researchers described the results of in-depth interviews and observations. The approach to the research subjects and informants was carried out by researchers by direct observation and in-depth interviews guided by interview guidelines and in the data analysis stage, the researchers described the results of in-depth interviews and observations. Then the researcher conducted an analysis of the answers based on the informant's narrative in accordance with the questions the researcher submitted and the narrative of other parties who were competent with the research problem. This research starts from September 2018 to January 2019.

The reality of today's teen life cannot be separated from social media, because every day, hours, minutes and even seconds, teens are tempted to spend time with cyberspace friends, interacting through Instagram for status updates. Usually Instagram is used by teens to talk about their lives, convey about what they are doing, show their existence by showing where they go or where they like by posting photos. Lucky SMP 196 Cilangkap applies a regulation "prohibited from carrying handphone to school" so that during study hours students cannot use Instagram. Then some parents, especially the mothers (informants), supervise their children in using mobile phones. Thus the duration of using a cellphone for research subjects is still controlled, when interacting in the virtual world is cut around 8 hours a day at school plus the regulation of parents in the home that limits the time to use mobile phones in worship hours and study at home or at tutoring. But when school breaks teenagers have more time to access Instagram.

Based on the results of observations and in-depth interviews with ten junior high school students 196, the results of the study were described through the intensity of instagram usage categories and patterns of using Instagram. These categories are more detailed described through exposure to the following categories:

A. The intensity of using Instagram.

The intensity of using Instagram social media based on quality is a form of attention and interest made by junior high school students in using social media and emotional feelings

in which interest and appreciation arise when accessing Instagram social media. Exposure to research results related to intensity begins with a description of students' attention in using Instagram. Aspects that form the intensity according to Del Bario (in Anggi Erma, 2012: 87) and its relation to social media are attention, appreciation, frequency, and duration. Duration and frequency are aspects of quantity, not described in the intensity of using Instagram because they will be explained through a description of the pattern of the use of Instagram of junior high school students 196 as the subject of research.

1. Attention.

Attention is the interest of individual research subjects to activities that are in accordance with their interests and will be far more powerful and intensive compared to other activities that do not cause particular interest. Individuals of research subjects have special attention when accessing social media that they enjoy, so that the research subject can enjoy activities while accessing.

Instagram for research subjects is generally social media that serves to share their photos, on Instagram no need to bother moving photos to a laptop or computer for editing. Editing applications can be found on Instagram social media so that the research subjects generally can edit their own photos. This application is one of the main attractions and grabs the attention of research subjects on Instagram.

In addition to the application of sharing photos, teenagers namely junior high school students 196 as Instagram users also tend to be interested and have a deep attention to the number of "likes" in Instagram posts. The large number of "likes" creates a sense of pride in their hearts, even considered to be able to improve their image and expect popularity. They believe that "Like" is an element that determines one's popularity. To get a lot of "likes", adolescent junior high school students 196 also like to give "likes" to other people's posts. They usually like to interact and comment on other people's posts to get similar rewards.

2. Appreciation

Understanding that is understanding and absorption of information is the effort of the majority of individual research subjects to understand, enjoy, appreciate and save the presentation of information and experiences that can be obtained as individual knowledge through Instagram. Individuals like to imitate, practice and even be affected by things or information found on social media in real life. Appreciation is a psychological activity of adolescents when interacting with Instagram. New appreciation appears when the research subject responds to the activities carried out. Visible to the eye when the subject of research in situations and conditions appreciate the process of activities being carried out.

Some research subjects stated that their condition was sometimes complacent. The condition of complacent raises the next condition in adolescents which is to be negligent about the environment, such as being late in responding when someone invites communication. For example, when mothers call, self-response from research subjects is less responsive because in psychological situations enjoy interaction through Instagram.

B. Pattern using Instagram.

Explaining the pattern of the use of Instagram media SMP 196 students described when they choose and then use Instagram based on the existence of certain motives to use the Instagram. Each of these students has different motives for using Instagram. One of the motives of adolescents using Instagram is to exist in their environment so that teenagers because if they do not have an Instagram account and do not use Instagram it is said that it is difficult to make friends and adapt to their environment and even difficult to obtain information.

For this reason, the research subjects want to acknowledge their existence and want to gain pride through their existence on Instagram. Adolescents as the subject of research assume that through social media can communicate with all friends of Instagram users without being constrained by significant problems, through Instagram the way they communicate with friends is to comment on friends' photos.

Furthermore, posting photos indicates that they are active or where they are doing or what they are doing. Making friends on Instagram opens up insights and information about various kinds of things more broadly and by posting photos and commenting on others, we will feel that our circumstances are recognized by others. This is what causes teenagers to feel that they are self-existent, that is, other people can know and ask us.

Motives are seen according to Kaplan and Haenlein (2010), when someone uses media to meet their needs while at the same time it will show some habits when using the

media. These habits include:

a) Frequency

The frequency is the number of repetitions of behavior or behavior that is done repeatedly both intentionally and unintentionally. Frequency refers to something that can be measured by count or by time. Often because enjoying the use of Instagram as a subject of research tends to be inseparable from its use, it repeatedly opens popular social media sites.

Regarding the frequency of using Instagram, it was recognized by the research subjects as being not maximal, the reason being they had limited time to use mobile phones, first there was a ban from the school and added by parents who considered classes 7 and 8 were not the time to freely use mobile phones and surf in cyberspace.

According to the majority of research subjects, teachers and especially parents often remind them of the danger of too often accessing the internet to be exposed to negative content. So that every day the research subject can only access the Instagram at the hour determined by the parents, such as when it's done doing homework, or finished tutoring. Accessing Instagram according to them in school days is around 2 times, when evening and night, except school holidays, the research subjects are usually freer when using mobile phones because parents allow it, but still under the supervision of their parents.

In the frequency aspect, generally the subject motives of the research are to spend time with friends, fulfill their interests, as an escape from feeling tired or bored, entertaining themselves and obtaining information.

b) Duration.

The duration is the length of time, the span of time or duration of something that lasts. Often when using social media a person becomes unconscious of time because he enjoys using it too much.

The length of time felt by the majority of research subjects is not free except school holidays. During school holidays, research subjects take advantage of the time allowance given by their parents, but are still obliged to leave Instagram during worship hours, help parents or gather with family.

c) Situations and conditions.

The situation and conditions of the use of Instagram are the majority of the research subjects when the situation is relaxed, resting, and quiet. Because generally the research subjects said they felt uncomfortable when they were getting assignments from their parents or helping parents when school holidays. Especially if they are gathering with families, they are absorbed in themselves.

According to a few research subjects they sometimes steal time as well as Instagram access if there is an incoming message signal on the mobile screen, according to them there is a sense of curiosity to peek at the message, so take advantage of the time when parents are careless stealing time to see Instagram. In addition, the research subject accessed Instagram when their feelings were bored, happy, and some even accessed the Instagram when the condition was sad, for example being scolded by parents or getting unsatisfactory daily test scores.

d) Time and place.

The house is one of the places where teenagers use research on Instagrams because schools enforce regulations prohibited from carrying mobile phones. The afternoon and evening times are the choices for research subjects to access Instagram.

e) Choice of media content.

The main Instagram function felt by junior high school students 196 Cilangkap is a place to upload and share photos to other users. Photos that have been taken through the Instagram application can be stored on the device.

In addition, when students use the camera through Instagram, they can also directly use existing effects such as; Valencia, Amaro, Rise, Hudson (a new effect output in 2017) in that feature, to set the coloring of the photo, then it is ready to be posted.

After the photo is posted, the photo will be taken to the next page, where the photo will be uploaded to the Instagram itself. Instagram also has a feature

where users can include other users in their conversations by adding an arroba sign (@) and entering an Instagram account from that user.

Users can not only include other users in the photo title, but also in the photo comments section. A label on Instagram is a code that makes it easy for users to search for photos using "keywords". Thus if users give a label to a photo, then the photo can be easier to find. After entering the title of the photo, the next part is the Geotag section. This section will appear when iDevice users activate their GPS inside their iDevice. Thus the iDevice can detect the location where the Instagram users are located.

As a place to post photos, there are several separate rules from Instagram that must be adhered to by research subjects as Instagram users, namely users do not post photos that violate the rules. The most important rule on Instagram is that it is strictly prohibited to upload or upload pornographic photos, and also download photos of other users without asking permission first.

The phenomenon of Instagram social media in the social existence of the world of adolescents with incidentally is still unstable in mental and behavior, making teenagers have greater curiosity than adults who are stable in mentality and behavior.

Instagram contains a lot of entertaining content. However, none of the research subjects chose to "study media content / Instagram" as entertainment as their motives for using Instagram.

The favorite video content for teenagers in research subjects is a video tutorial. Given the research subject are teenagers with great curiosity, it can be said that they often see tutorials on creating vlogs. But Instagram only gives a 1 minute video duration limit, in that short time the tutorial is shorter and more compact.

f) Choice of media applications.

The choice of the "Like" Instagram application is one of the favorites of the research subject, because it is a sign that other users like photos that have been invited by other users.

View feeds, fashion, artists & updates on the latest info and see friend feeds and other user accounts. Then see feeds, friend accounts, trends and friend accounts. Next is Stalking other people and viewing feeds, other user accounts, beautiful place & artist updates.

Teenagers need self existence but must be done well and wisely, not excessively. They can feel the difference between being on social media and existing in real life. However, it cannot be denied that Instagram social media provides a role in helping them to get their existence in a friendship environment. Instagram can help them find information, find old friends and new friends they want. Likewise with their willingness to be admitted to its existence.

The Direct Message feature found on Instagram allows teens to send messages to each other other than through comments that can be written in photos. Through the direct message feature, it can still communicate even with users they don't know. Through the direct message feature with the program "multi chat" and "group chat" allows teens to chat to more than one user

Conclusion

From the results of the research discussion it can be concluded that:

1. The intensity of the use of the adolescent junior high school 196 student group can be seen through the attention of the research subject to the great attractiveness of Instagram for teenage users of Instagram is easy to upload photos as self-existence and allows to be given a "Like" sign by other users. Where "Like" means other people like uploaded photos. Attention to the attraction raises psychological appreciation when using Instagram as a channel for self existence.
2. The pattern of using teenage Instagram students is seen through limited frequency and duration in using Instagram due to regulations from parents and the school. But within the limitations of the frequency and duration of adolescents trying to exist through sharing photos and liking photos of others, communicating, searching for information as needed such as tutorial videos.

Limitations of Research

The result of this study have not yet gotten to describe the intensity and pattern of use of the teenage Instagram overall. Therefore research needs to be carried out with other approaches and in several broader and different areas. So that the data describing the intensity and patterns of instagram usage by teenagers is more complete

References

- Abidin. Zainal (2007) Existential Analysis of an alternative approach to Psychology and Psychiatry, Jakarta: PT. Raja Grafindo Persada, 2007
- Aditya, R. (2015). The influence of Instagram social media on photography interest in the pekanbaru photography community. *Physical Journal*, 2, 1-14
- Adiarsi, G. R., Stellarosa, Y., & Silaban, M. W. (2015). Internet Media Literacy in Students. *Humanities*, 6 (4), 470-482
- Agustina. (2016). Analysis of the use of Instagram social media on attitudes teenage consumerism in high school 3 samarinda. *Journal of Communication Sciences*, 4 (3),410-420
- Andreas, Kaplan M., Haenlein Michael 2010. "Users of the world, unite! The challenges and opportunities of social media". *Business Horizons* 53 (1). p. 61
- Andarwati, I. (2016). Self-image in terms of the intensity of network media usage social instagram for students of class xi sma n 9 yogyakarta. *Journal Counseling Guidance*, 5, 1-12
- APJII. (2014). 2014 Indonesian Internet User Profile. Puskakom. Retrieved from <https://www.apjii.or.id/survei2016>
- Ayun, P.Q. (2015). The phenomenon of adolescents using deep social media forming identity. *Journal of Communication*, 3 (2), 1–16
- Banyai, F., Zsila, A., Kiraly, O., Maraz, A., Elekes, Z., Griffiths, M. D., . . . Demetrovics, Z. (2017). Problematic social media use: results from a large-scale nationally representative adolescent sample. *Jurnal Pone*, 12(1), 1-13. doi:10.1371/journal.pone.016983
- Creswell, J. W. (2015). *Research design qualitative, quantitative and mixed (ed.5)*. Yogyakarta: Student Library
- Curtis, A. C. (2015). Defining Adolescence. *Journal of Adolescent and Family Health*, 7(2).
- Darmadi, Hamid. 2013. *Educational and Social Research Methods*. Bandung: Alfabeta
- Desmita. 2009. *Psychology of Student Development*. Bandung: PT Remaja Rosdakarya
- Dominick, Joseph. 2000. *The Dynamics of Mass Communications:Media in Digital Age*. McGraw Hill
- H.B. Sutopo (2006). *Qualitative Research Methodology: Its theoretical and applied basis in Surakarta research: Sebelas Maret University*
- Hoing, C. & MacDowall, L. (2016). *Audience constructed genre with Instagram. Journal on the Internet*. 21 (8). Retrieved from <http://firstmonday.org/ojs/index.php/fm/article/view/6810/5600#author>
- Ibrahim, Idi Subandy. 2011. *Criticism of Communication Culture; Culture, Media, and Lifestyle in the Democratization Process in Indonesia*. Yogyakarta: Jalasutra
- Lim, Y.J. 2017. Decision to use either Snapchat or Instagram for Most Powerful Celebrities. *Research Journal of the Institute for Public Relations Vol. 3, No. 2*
- Moh. Ali and Moh. Ansori. (2006). *Adolescent Psychology: Student Development*. Jakarta: Bumi Aksara
- Milles, M.B. and Huberman, M.A. 1984. *Qualitative Data Analysis*. London: Sage Publication
- Muhammad Nazir, 1988, *Research Method, Ghalia Indonesia, Jakarta*
- Nasrulloh, Rulli (2016) *Effect of Technological Progress for Youth And the existence of ebooks*
- Puntoadi, Danis. (2011). *Increase Sales Through Social Media*. Jakarta: Elex-Gramedia
- Poerwandari (2001) *Qualitative Approach to Human Behavior, Jakarta LPSP3-University of Indonesia*
- Soelarko. 2015. *Photos that tell*. Semarang: Dahara Publishing
- Sarwono, Sarlito Wirawan. 2005. *Social Psychology, Jakarta: Balai Pustaka*
- Siti Rumini and Siti Sundari. (2004). *Child and Youth Development*. Jakarta: Rineka Cipta
- Widiantari, K. S., & Herdiyanto, Y. K. (2013) The difference in intensity of communication through social networks between extrovert and introvert personality types in adolescents. *Udayana Psychology Journal*, 1 (1), 106-115
- Zappavigna, M. (2016). *Social media photography: construing subjectivity in Instagram images. Visual Communication*, 15(3), 271-292
- Zulkifli. 2005. *Developmental Psychology*. Bandung. Rosdakarya