SOCIAL MEDIA INSTAGRAM, INFLUENCERS, AND ADOLESCENT SOCIAL IDENTITY

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ABSTRACT

Adolescence is a crucial period for every individual, a period of forming personal, social and cultural identity. In the current era of the digital world, social media has become an everyday activity, apart from that there are figures on social media who are known as Influencers. With this in mind, information, motivation, creativity exist in social media and Influencers, with this having an influence on teenagers' social identity. This study investigates if Instagram and Influencers affect social identity. The survey method is quantitative and uses SmartPLS. This study included 17-21-year-old Tarumanagara University students and Instagram users. The number of samples was 100. After distribution, validity, reliability, coefficient of determination and hypothesis testing were carried out. The research results reveal that Instagram and Influencers have an influence on Teenagers' Social Identity.

Keywords: instagram, influencer, social identity, influence

1. PREFACE

According to Goodstats data for the year 2023, Indonesia has a population of 275.7 million people. This number includes 139.3 million males and 136.3 million females. The data also reveals that the age group with the highest population is 20-29 years old, followed by the age group of 10-19 years. The defined age range for adolescence is 12-21 years. The adolescent period is crucial in an individual's life as it marks the beginning of identity formation. This is a period of cultural and social development, particularly significant for children and teenagers. In this period of adolescence, teenagers are faced with various questions, demands and conflicting ideas, which force them to face conflicts, especially in connection with physical, mental, social, psychological, emotional and family changes also during this time, individuals often question their identities and are easily influenced by social interactions, which can have both positive and negative impacts. Recently, there has been a significant increase in observed behaviors among teenagers experiencing uncertainty about their personal identities. Adolescence is a transitional stage between childhood and adulthood (Febrini, 2017).

Figure 1
The 20s Age Range is the Largest Population in Indonesia
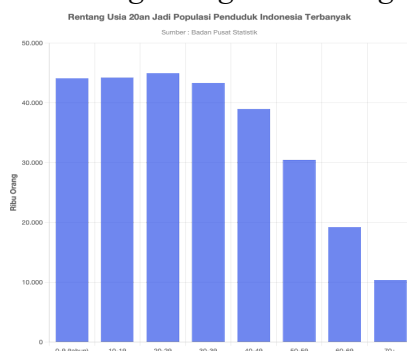
In addition to seeking self-identification, adolescents also strive to build their social identities. Social identity refers to an individual's concept derived from their understanding of belonging to a specific social group, along with the importance and emotional value attached to that membership. For example, teenagers often consider their social class in relation to their economic situation. Individuals have the right to make choices, and their access to resources and opportunities can be influenced. Factors influencing social identity include self-enhancement, the drive for personal growth and development, the tendency to uphold group status due to attachment and its impact on the self-esteem of members, reducing uncertainty, motivation to form social identity, preferences for understanding one's own concept and behavior, and the desire to know the concepts and behaviors of others (Fadila, 2013).

There are several adolescent developments according to Gatot Marwoko C.A (2016), such as: (a) Cognitive development, Adolescence is the stage where you begin to think and reason with a broader perspective. Such as showing the development of skills according to what the teenager wants. Current thoughts, ideas and concepts greatly influence a person's future thinking and can also play a big role in forming personality traits. Teenagers use their reasoning abilities a lot to give them moral considerations and social awareness. With the power of reasoning, teenagers can make considerations and even debate; (b) Social Development, Generally during adolescence many of them try to find their identity and discover who they are. Teenagers prefer to explore to find what suits them. Adolescence usually produces greater self-awareness, the ability to think about how one should act. Adolescents' relationships with peers, family, and members of their social environment play an important role in a teenager's social development. As teens' social circles evolve rapidly as they distinguish the differences between friends and acquaintances, they often become emotional about making friends; and (c) Emotional Development, Individual feelings, attitudes and emotions have existed and developed since they were very small. The growth of feelings, attitudes and emotions is a person's experience of their environment, such as time with family, friends and relatives. Shared emotions that often arise in teenagers are sadness, joy, jealousy, deep curiosity, and so on. For emotions that lead to negative things, teenagers in general still cannot control them well. Most teenagers act controlled by their emotions.

There is a Social Identity factor according to Hogg (2004): (a) Self-improvement (Self enhancement), the desire to continue to develop and improve oneself. Within a group, people will maintain the status and dignity of the group because the attachment to the group will affect the members' self-esteem. People will maintain the prestige and status of their own group relative to other groups, where group evaluation is self-evaluation. So maintaining the status and dignity of the group will have the effect of increasing self-esteem and self-improvement; and (b) Uncertainty reduction, motivation to guide social identity. People like it when they understand their self-concept and how they should behave. Apart from that, someone is interested in knowing other people's self-concept and how other people might behave. Social categorization has an impact on reducing uncertainty. Social categorization will have an impact on prototypes that provide an individual picture.

Social Media is a Medium on the Internet that allows users to present themselves and others interact, collaborate, share, communicate with other users, and form social bonds virtually, and also that "Social Media can be seen from the development of how individuals relate to media devices" (Nasrullah, 2016). With the presence of social media connecting humans globally (Fransisca & Erdiansyah, 2020), social media has become a necessity transcending time, geography, age, and occupation. Social media is a communication tool where people can share

thoughts, ideas, and experiences with the community. According to Hootsuite 2023 data, WhatsApp ranks first, followed by Instagram in second place.

Figure 2
Data on Social Media Platforms that are Widely Used in Indonesia Year 2023
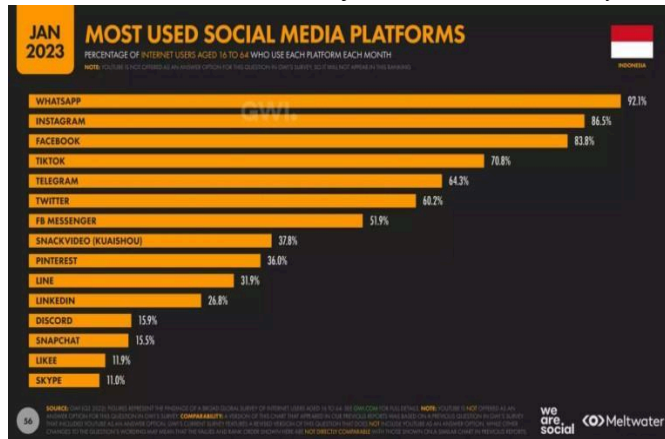
Instagram Is a visual social media platform with entertaining features, including posting photos to the feed, which is excellent for sharing information. Instagram is a social networking program for visual learners with attractive features for taking pictures to be posted on a feed that can be seen by many people. The benefits of using Instagram are vast, ranging from seeking information to interacting with various groups, such as public figures and the general public. Many young people use Instagram as a platform to express their activities and creativity, such as uploading photos videos (Macarthy, 2015).

According to Hariyanti & Wirapraja (2018), Instagram has a cool and unique feature called Influencers. An influencer is a social media figure with many followers whose words can influence their audience. Influencer content ranges from positive messages to inspiring the community, especially millennials and Gen Z. Adolescents are influenced by several variables. Increased self-confidence and psychological well-being give adolescents an open attitude as they develop into role models. However, it will be a negative thing when they often look for information that may have good intentions and teenagers respond negatively, it is possible that they will also make them feel less confident or confused about their own social identity. (Mahdia, 2018).

According to Nisrina in Giantika (2019), Instagram is an application used to share photos and videos. One of the main purposes of Instagram is to act as a means for every individual's hobby to publicize their activities, goods, places or themselves. Instagram has become popular from 2010 until now and various groups definitely have Instagram.

There are so many things you can get from using Instagram, from looking for information about politics to lifestyle, everything is available and can be accessed easily. Interacting with various groups of society, from public figures to the general public, can also be done via Instagram. Many young people use Instagram as a place to express their activities and creativity, such as uploading or uploading photos and videos to be immortalized for publication. There are several Influencer factors that can influence teenagers, Get an increase in self-confidence and psychological well-being (Gallagher, 2017) and Make teenagers have an open mindset later

because they have experienced a development process that tends to lead to their role models (Mahdia, 2018)

Realizing this, Instagram and Influencers have a significant impact on society, especially on adolescents seeking their social identity. As explained above, this research aims to determine whether the use of Instagram and Influencers on social media influences the social identity of adolescents. This study tests whether the hypotheses are accepted or rejected. The hypotheses are: (a) there is no influence of Instagram social media on the social identity of adolescents; (b) there is an influence of Instagram social media on the social identity of adolescents; (c) there is no influence of Instagram influencers on the social identity of adolescents; and (d) there is an influence of Instagram influencers on the social identity of adolescents.
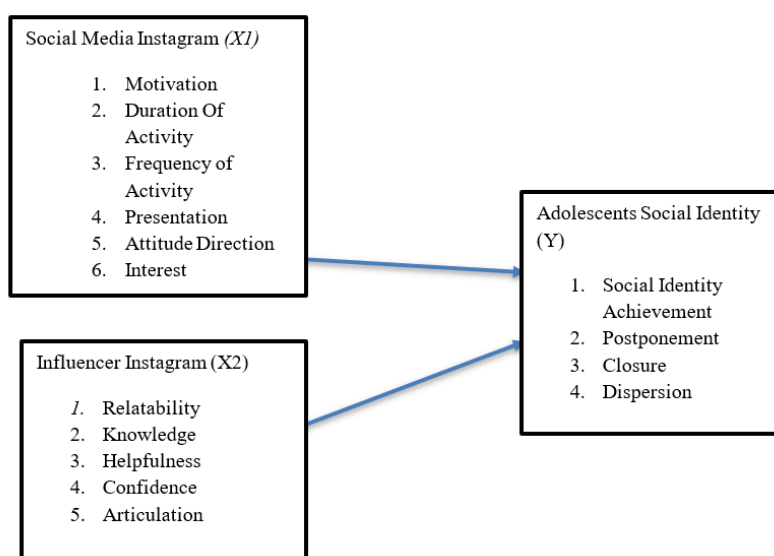
2. RESEARCH METHOD

The social system on Instagram involves following other users, having followers or friends on one's Instagram account. Users engage in activities such as seeking information in the form of photos, videos, and captions that can be quickly accepted among the youth for inspiration, among other things (Mahendra, 2018).

An influencer doesn't necessarily have to be a celebrity; they can be someone with a large following who can influence others. An influencer actively uses their social media account, often providing information on various topics. They can influence individuals and potentially alter their behavior according to their preferences (Hermanda et al., 2019).

Social identity involves individuals generally evaluating their group members more positively, attributing more positive attributes to their behavior, valuing and treating members better, and considering them more attractive than members of other groups. Individuals acquire social identity when they categorize themselves as members of one or more groups in their social environment (Putri, 2013).

Figure 3
Variable X1, X2, and Y

This research adopts a descriptive quantitative approach, which is suitable for the study. It follows a positivistic philosophy, considered a scientific method due to its concrete or empirical, objective, measurable, rational, and systematic characteristics (Sugiyono, 2019).

The research method employed in this study is a survey. The population and sample consist of students aged 17-21 years from Tarumanagara University who use Instagram. Data collection is done through a questionnaire, presenting written statements to respondents to assess questions using the Likert Scale assessment method. The research utilizes SEM-PLS, and the data analysis technique needs to be elucidated.

3.   RESULT AND DISCUSSION

By finding indicators, questions are created and then distributed questionnaires via Google forms. After distributing the questionnaire, the next step is to process the data to test validity and reliability.

Convergent Validity

For each variable to be valid, the Loading Factor and Average Extracted Variance (AVE) must comply with the requirements.

Table 1

Validity Test Table 1 (Convergent Validity)

Variable	Social Identity	Variable	Social Identity	Variable	Social Identity
SI 1	0.862	SI 15	0.842	SI 29	0.854
SI 2	0.855	SI 16	0.862	SI 30	0.846
SI 3	0.876	SI 17	0.877	SI 31	0.838
SI 4	0.841	SI 18	0.866	SI 32	0.854
SI 5	0.790	SI 19	0.870	SI 33	0.834
SI 6	0.862	SI 20	0.873	SI 34	0.852
SI 7	0.861	SI 21	0.817	SI 35	0.858
SI 8	0.844	SI 22	0.852	SI 36	0.855
SI 9	0.822	SI 23	0.848	SI 37	0.839
SI 10	0.838	SI 24	0.861	SI 38	0.870
SI 11	0.853	SI 25	0.878	SI 39	0.838
SI 12	0.854	SI 26	0.850	SI 40	0.784
SI 13	0.832	SI 27	0.861		
SI 14	0.818	SI 28	0.875		

Table 2

Validity Test Table 2 (Convergent Validity)

Variable	Instagram	Variable	Influencer
IG 1	0.889	I 1	0.899
IG 2	0.885	I 2	0.884
IG 3	0.882	I 3	0.886
IG 4	0.877	I 4	0.881
IG 5	0.889	I 5	0.879
IG 6	0.896		

Table 3
Validity Test Table Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
Social Media Instagram	0.785
Influencer	0.785
Social Identity	0.721

Table 2 shows the AVE value for each variable >0.5 so that it meets the Convergent Validity requirements. This shows that this research variable meets Convergent Validity.

Discriminant Validity
Calculated based on the Cross Loadings value of each indicator and the Fornell Larcker criteria. Below is presented Table 3 which displays the Cross Loadings values for each indicator. Table 3 shows the Loadings values of various variables. This shows that these indicators have met the Discriminant Validity criteria as shown by the Cross Loadings value.

Table 4
Validity Test Table (Discriminant Validity)

	Social Identity	Influencer	Instagram
Social Identity	0.849		
Influencer	0.968	0.886	
Instagram	0.981	0.962	0.886

Based on the table above, it can be seen that the square root value of AVE for each variable is greater than the correlation between variables so that it meets the Fornell Larcker criteria. This shows that these variables have met discriminant validity.

Table 5
Realiability Test Table

	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)
Social Identity	0.990	0.990	0.990
Influencer	0.931	0.932	0.948
Instagram	0.945	0.945	0.956

Table 4 shows that Cronbach's Alpha and Composite Reliability for all variables are > 0.6, indicating that the variables in this study are reliable.

Table 6
Table of Coefficient of Determination Test Results

Variable	R-Square
Social Identity (Y)	0.970

Used to determine how much Instagram and Influencers predict Social Identity in this investigation. Table 5 shows the test results. R^2 for the Social Identity variable is 0.970 or 97% according to the test results.

Table 7
Predictive Relevance Test Result

Variable	Q^2
Social Identity	0.692

According to Hair Jr et al. (2017), if the Q2 score is greater than zero, then the model is good and the variable construct is relevant for measuring the established research model. This test yields 0.692.

Table 8
Bootstrapping Results Table

	Path Coefficient	T-Statistic	P-Value
Influencer -> Social Identity	0.319	5.556	0.000
Instagram -> Social Identity	0.674	11.805	0.000

Goodness of fit test

To test the suitability of this research model, the GOF (goodness of fit) value was calculated manually by involving the AVE value and R^2 value

$$\overline{AVE} = 0,7636$$
$$\overline{R2} = 0.970$$
$$GOF = \sqrt{\overline{AVE}X\overline{R2}}$$
$$GOF = \sqrt{0,7636 \, X \, 0,970}$$
$$GOF = 0.86063464$$

Based on the results of the goodness of fit calculation above, it can be concluded that the model used in this research has a relatively large suitability for the research model. The calculation of path coefficients helps determine how the variables in this study are related. Table 7 displays the path coefficients and findings from bootstrapping. The next step involves hypothesis testing, with criteria based on observing the Path Coefficient and P-value from the Bootstraping results. In the first hypothesis (Ha1), it is accepted because the path coefficient of 0.674 is greater than 0.5, and the p-value of 0.000 is less than 0.05. The second hypothesis (Ha2) is not rejected because the path coefficient of 0.319 is greater than 0.5, and the p-value of 0.000 is less than 0.05.

In this discussion, the results of the research that has been carried out will be discussed. This research involved 100 respondents, the total respondents from this research were 100 people consisting of 36 men and 64 women. Respondents in this study were 69 people who used social media Instagram 10 - more than 12 hours a day and 31 people used social media Instagram 8 or less than 8 hours a day and all were aged 17-21 years.

Based on the results of the outer model testing, it can be concluded that all the variables used in this research are valid and reliable so that this research model can be continued with inner model analysis.Based on various analyses and discussions presented above, it can be concluded that Instagram Social Media and Influencers have an impact on the Social Identity of Adolescents.

The findings of this research are supported by previous studies such as Elsayeed (2021), Hakkenberg (2021), Croes and Bartels (2021), where social media and influencers influence a person's social identity.

Elsayeed (2021) found that substantial actions are required to address the negative impact of social media on children and adolescents. Efforts should be made to encourage them not to waste their time and to utilize their leisure time for sports and cultural activities. Hakkenberg's research (2021) revealed that the use of social media by the younger generation brings about new changes, such as the shift of offline social identity expression to online expression. Social connectedness on Instagram and activities on Instagram positively impact the online social identity of young people. This is because young people identify socially with other Instagram users, feeling part of an online social group, and experiencing support from their social group for their desired social identity.

Croes and Bartels (2021) cited six motivations for following social media influencers: sharing information, seeking information, being cool and new, casual entertainment, friendship, and boredom/habitual time spending. Young adults share influencer content as a construction of identity, indicating that they follow influencers and seek to align themselves with the social group that follows these influencers, even as a motive for following them.

4. CONCLUSIONS AND RECOMMENDATIONS

In the adolescent years, a period marked by self-questioning and the search for identity, the digital era has intertwined closely with social media, with Instagram being one prominent platform. It serves as a space for seeking inspiration, motivation, and information. Additionally, the presence of influential figures known as Influencers within the realm of social media further shapes the landscape. The existence of social media and Influencers can aid teenagers in their quest for social identity.

Based on the findings of this research, it is concluded that Instagram and Influencers exert both positive and negative influences on Social Identity. On the negative side, adolescents may experience a lack of self-confidence concerning their peers in the realm of social media. On the positive side, however, teenagers gain education and insights about various aspects previously unknown to them, thanks to the content provided by Influencers.

The message emphasizes the need to be mindful while using social media. Social media has become a significant platform in our lives. It's crucial to focus on the positive aspects, extracting inspiration and motivation while being cautious of the potential negative impacts. The call is to approach social media with a discerning mindset, acknowledging its benefits while minimizing the negative aspects.

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