

The Role of Instagram in Developing Social Interaction and Ethical Behavior Among Generation Z

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ABSTRACT

Instagram allows users to present creative content while maintaining communication with friends and followers through both direct interactions and interactive story features. Within this context, this study examines how Instagram's features shape the social interaction patterns of Generation Z and how the platform has evolved into an important part of their everyday activities. The discussion also highlights how users can maximize their Instagram experience to strengthen communication and develop wider social networks. Furthermore, the study explores the use of Instagram by Generation Z across different dimensions, ranging from feature utilization to effective digital marketing strategies. By understanding Instagram's role in shaping social interaction among Generation Z, it can be concluded that the platform has significant potential to serve as an influential tool in the growth and development of Generation Z within the digital era.

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INTRODUCTION

As Social media is a communication tool where online media users can easily share, create, and participate in content. Putri, Nurwati, and S. Social media is also a place where media concentrates on the existence of its users, according to Van Dijk (Nasrullah, 2015). The term "social media" is often used to refer to new types of media that allow people to participate interactively (Manning, 2014). Now people can interact with each other on a large scale more easily than before.

This is due to the emergence of digital and mobile technologies. As a result, interactivity is at the heart of new media's functionality. One person can now speak to many, and there is the possibility of instant feedback. People and customers now have a greater and more undimmed voice than ever before. (Manning, 2014) One of the internet's developments is social media. Good smartphone cameras have enabled many people to engage in exciting new activities; people can easily take pictures anywhere and anytime and then upload them to social media. Some of the most popular social media platforms are Instagram, Facebook, Twitter, Path, and Path. Instagram is a photo-sharing app where users can take photos, apply digital filters, and share them on various social networking services.

Research by a British research and analysis firm shows that Indonesians enjoy using Instagram to find inspiration, share adventures, and follow the latest trends. The mobile-first community has also generated significant business results for companies both large and small in Indonesia. Ninety-seven percent of Instagram users consistently comment and tag their friends; and 97 percent use search engines to find more information (Prihatiningsih, 2017). Social media is not a private space but a public space for teenagers. Observations show that they can spend hours on social media, whether uploading or sharing images, photos, and videos, or simply browsing or commenting on friends' accounts. This study aims to describe the media needs teenagers experience on Instagram.

People born between 2001 and 2010 are also called Generation Z. The characteristics of this generation are that they grew up when technology was already developing rapidly, where personal computers, smartphones, internet and gaming devices are commonplace used. Generation Z spends a lot of time surfing the internet, such as on the web and social media. Generation Z tends to prefer indoor activities over playing outside. room and interact with many people. This is due to his habit of using technology so that many are addicted. Generation Z is also known as the all-encompassing generation. instant. Wanting instant results has led to the emergence of artificial intelligence technology who can make everything easy. Because of his tendency towards something fast, Generation Z also finds many new, more efficient ways of doing things. This is also a new innovation born from this habit. (Zis et al., 2021) Instagram is a popular platform and is used by almost everyone. generation Z.Gen Z tends to use Instagram as a tool for building their digital identity, personal branding, and a space to be authentic. They also enjoy entertaining content, engage in social causes, and personalize their digital identity through the platform.

Several studies have also highlighted that Instagram plays a role in Gen Z's identity formation and that Gen Z has a complex relationship with social media platforms like Instagram. Therefore, it can be argued that Instagram influences how Gen Z perceives themselves and interacts with the world around them.

METHODS

In this study, the researcher used the qualitative method MAAccording to Bogdan and Taylor in Moleong, qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior (Moleong, 2010).

The approach used in this study is a descriptive approach. Overall, the data analysis technique carried out begins with data collection by means of document review and literature review, data reduction and sorting information according to the research objectives, and drawing conclusions. As for data validation, the researcher used the triangulation method. Triangulation in this credibility test is defined as checking data from various sources in various ways, and at various times. Thus, there is source triangulation, data collection technique triangulation, and time triangulation.

RESULTS AND DISCUSSION

1. Instagram

Instagram comes from the word "insta" or "instant" which was inspired by the Polaroid camera. Formerly known as "instant photos," Instagram initially functioned only as a platform to share photos, but over time, Instagram can now also be used as a place to create video content, upload videos, insta stories, and much more. Instagram has become very popular and has millions of users worldwide because it often provides features innovative for its users. On April 9, 2012, Facebook acquired Instagram worth nearly \$1 billion. Currently, Instagram has features such as the Professional Dashboard, Recently Delete, Turn Off Video and Audio when Live, Live Room, Reel Remix, Security Check Up, and Insta Story. (Agianto et al., 2020)

In recent years, Instagram has grown rapidly and become a social media platform. popular social media, followed by various user groups, including teenagers, young millennials, and business people. Instagram was first launched in October 2010 by Kevin Systrom and Mike Krieger as a mobile check-in app called Burbn, Inc. Instagram has 2 billion monthly active users, making it the most widely used social media platform in the world. Instagram is widely used by Generation Z, partly because...Instagram is the ideal visual social media platform to display products and various types of multimedia content, many features can be used as a special attraction.

Nowadays, Instagram is no longer a communication tool, but has become a platform for self-actualization. popular. Along with the popularity of Instagram, more and more influencers are emerging, or who are often referred to as Instagram celebrities. They are those who have a lot of followers on Instagram. Instagram and many people idolize them. The fields they work in are also varied, such as beauty, food, fashion, education, storytelling and many more.

The emergence of many influencers has also had an impact on social interactions. bfor generation Z, because of the tendency of generation Z to imitate what they see. Most of them Generation Z is information literate, meaning they can distinguish

between true and false information. This is because technology has developed rapidly and Generation Z is able to operate it well.

Research shows that Instagram has a significant influence on Generation Z. This platform not only serves as a medium for sharing photos and videos, but has also become an important means for influencers and internet celebrities to promote various products, including fashion products. Generation Z tends to spend significant time accessing and interacting with content on Instagram, so product endorsements and promotions by influencers can influence their preferences and purchasing decisions. (Sumartono et al., 2015)

Furthermore, Instagram also influences Generation Z's communication patterns, particularly through its Direct Message (DM) feature, which they actively use to interact with their idols. Therefore, it can be concluded that Instagram plays a significant role in shaping Generation Z's preferences, purchasing decisions, and communication patterns.

The success of Instagram in becoming a popular and rapidly growing social media platform is due to by several factors, namely:

1. Mobile Function: Instagram is a social media platform based on a mobile application, so it's easy to use anywhere
2. Flexibility: Instagram allows users to share content without having to edit it. and engineering, making it easier to share content
3. Visualization: Humans find it easier to filter information through visuals. compared to text, so visual marketing is becoming popular
4. Square Format: Instagram attracts attention with its eye-pleasing square format, which attracts a young audience
5. Innovative Features: Instagram often provides innovative features for users, such as different levels of access, different experiences for users of different ages, and features that allows users to connect with a wide audience
6. Marketing and Promotion: Instagram is an effective tool for marketing products and services, because they have a wide audience and potential buyers.
7. Integration with Instagram Stories: Instagram Stories allows users to upload temporary photos and videos and allow them to respond to content Stories by sending photos and complete with Instagram effects.

Social media, including Instagram, has a significant influence on Generation Z teens. Some of the impacts include the possibility of being involved in cyber-bullying, social media addiction, pchanges in communication styles, and the potential to engage in consumer behavior. Generation Z tends to open to various information, but also vulnerable to negative impacts such as addiction internet and lack of discipline. A study also highlighted the influence of the intensity of pInstagram usage and conformity to consumer behavior among Generation Z. By Therefore, it is important to understand and manage the influence of social media, including Instagram, wisely in the lives of Generation Z teenagers. (Afandi, 2020)

2. Generation Z

Generation Z is the demographic group that replaced Millennials and preceded Generation Alpha. They were born between 1997 and 2012.. Generation Z is known as a generation that grew up in an era of ever-evolving technology, making technology and social media an essential part of their lives. Generation Z has distinct characteristics from previous generations, such as millennials, with a tendency to be more sensitive to social and environmental issues. They are also often considered to have a weak or spoiled mentality because they are sensitive to change, but this does not mean they are more susceptible to mental health problems than other generations.

Generation Z has several characteristics, namely; 1) A predilection for technology and social media. This is because they live in an era of rapidly developing technology, and they tend to actively use social media. 2) FOMO (Fear of Missing Out) is the fear of missing out on current trends. This applies not only to existing trends but also to the fear of being left behind by the achievements of others. This contributes to high levels of stress among Generation Z. 3) Social skills and open mindset: Generation Z tends to have different social skills and an open mindset, but may also have difficulty managing stress and expressing their dissatisfaction in different ways, including by sigh.

3. The Influence of Instagram on Generation Z's Social Interactions

Social activities involving gatherings still occur among Gen Z, but their frequency has decreased compared to previous generations like millennials and boomers. This is due to the fact that many Gen Z members are more individualistic and tend to prefer a small circle of friends with like-minded individuals. One important aspect of Gen Z's social activities is their role in activism. online. They use social media and the Internet to voice their views about social and political issues. A part from that, Based on the survey conducted, the majority of Generation Z and millennials in Indonesia shows a high level of awareness and concern for climate change issues.

The results of the Indonesian Political Indicators survey together with the Bright Indonesia Foundation show bthat the level of awareness of climate change issues is very high, with 82% of Generation Z respondents and millennials believe the government should do more to address this problem. In addition, Another survey also showed that as many as 77.4% of young people in Indonesia are interested in issues environment, with 81.1% of respondents also believing that the problem of climate change in emergency conditions. Thus, it can be concluded that most of Generation Z in Indonesia shows high concern for climate change issues.

Generation Z is also known for their courageous voice. They are often seen as highly sensitive and concerned about mental health issues, and are recognized as agents of change who dare to dream, voice their opinions, and take action. However, some argue that it's rare to find Generation Z members who are bold enough to voice their opinions and criticize the government, especially on social media.

Generation Z grew up in an era where they had direct access to various information and had freedom of expression on social media, providing a platform for more open discussions and creating a deeper understanding of the issues, therefore they were more expressive and brave in voicing their opinions and criticisms. Generation Z also shows a great interest in charity and volunteer activities. They are involved in various volunteer projects and charitable activities, both at local and global levels. These activities often documented and shared on social media to inspire others. (Khrishananto & Adriansyah, 2021). The existence of Instagram social media is also an effective promotion for conducting a campaign in the form of volunteers. Because of the high level of empathy that Generation Z has, many activities that require volunteers are participated in by Generation Z.

Generation Z tends to be attracted to various volunteer activities that can increase their involvement in making positive change. Some suitable volunteer activities are the Role of Instagram Social Media on Social Interaction and Ethics in Generation Z, for Gen Z including; 1) Environmental conservation: Involving yourself in activities aimed at preserving the environment and nature 2) Community empowerment: Volunteer for community empowerment and welfare programs, 3) Education: Get involved in volunteer activities as a teacher or mentor for children. 4) Virtual activities: Become a virtual volunteer in various fields, such as administration, marketing, fundraising, and translation.

Generation Z faces several concerns regarding Instagram use. One of them is a negative impact on mental health. According to a report from the Journal of Child Health and In adolescents, the use of social media such as Instagram has been linked to an increased risk of depression, anxiety, and eating disorders in adolescents. In addition, social media addiction also of concern, with research showing that excessive use can negatively impact psychological well-being. In addition, concerns about body image and The pressure to portray a perfect life is also a common problem. among Instagram users. (Sumartono et al., 2015)

In its 2022 Global Gen Z survey, McKinsey surveyed more than 42 million respondents in 16 countries were asked about mental, physical, social, and spiritual issues. The first disadvantage is the negative impact of social media. Gen Z seems to have a distribution relatively the same positive and negative impacts (32% and 27%), in contrast to the previous generation which has a relatively larger distribution of positive impacts (37%). For example, mitochondria has a 36% positive impact compared to a 19% negative impact. The baby boomer generation comprising approximately 34% and 9% of the population, compared to Gen X's 35% and 14%. (Erlianti, 2020)

A McKinsey Health Institute survey found that Gen Z is the most frequently use social media and report poor mental health, with 21% of those in Indonesia reported this condition. In addition, the consequences of excessive use of technology can lead to generation Z losing the ability to interact and socialize directly.

Various factors influence anti-social behavior in Generation Z, including; 1) Internal factors: Emotions, intelligence, health, gender, and position in the family can influence the occurrence of anti-social behavior. 2) Influence of technology: Generation Z, born between 1995-2010, has been exposed to technological advances since birth, so they have a high dependence on technology and the internet. 3) The use of technology, especially smartphones, can lead to the loss of the ability to interact and socialize face to face. 4) External factors: External conditions, such as the presence of intense media, unique socio-cultural influences on individuals, and tensions between culture and social structures, can result in deviant behavior. 5) Education and Opportunities: Generation Z is experiencing changes in education through the use of technology such as e-learning or blended learning, which may influence antisocial behavior. (Istiani & Islamy, 2020)

Generation Z has a complex relationship with social media, especially Instagram. They tend to use Instagram as their favorite platform because of its focus on content. visual, which allows them to share photos and videos, follow influencers, and express themselves through stories and posts. In addition, social media, including Instagram, also used by Generation Z as a source of information and news, as well as a tool for self-expression. However, research also shows that the use of social media, including Instagram, can have a negative impact on the mental health of Generation Z, with some of them spend a significant amount of time on the platform. (Irwanto & Hariatiningsih, 2019)

CONCLUSION

In this journal, we discuss the role of social media Instagram on social interactions in generation Z. These are some important conclusions obtained from the research: Instagram, as one of the popular social media platforms, has become a very effective tool in increasing engagement and social interaction among Generation Z. This platform allows users to share content and communicate easily, both individually and collectively. Second, the use of Instagram has influenced the way Generation Z explores their lives, including in the aspect of social interaction. This platform provides various features that allow users to share details of their lives, support identity exploration, and build broader social networks. Third, in the context of the given research, we identified several Instagram features that influence social interaction among Generation Z, such as photo tagging, geotagging, and comment interaction. We found that the features

This feature influences how users interact with each other and increases their engagement on the platform. Fourth, some strategies Instagram can employ to increase social interaction include the use of video clips and various features that allow users to communicate more interactively and respond to other users' engagement. Fifth, in some cases, we see how Instagram features, such as geotagging

and photo tagging, enable users to develop social networks and support their exploration of identity, both in public and private spaces.

Overall, this study shows that Instagram plays an important role in social interactions among Generation Z and offers opportunities for increased engagement and interaction with each other through the engaging and innovative features offered by the platform.

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