

The Impact of Using Social Media: Exploring the Level of Insecurity of Active and Non-active Instagram Users in Indonesia

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ABSTRACT

The use of Instagram is currently on the rise among teenagers, and has affected the psychological aspects of adolescents. This study explores the relationship between social media usage, specifically Instagram, and feelings of insecurity among teenagers, who are active and non-active users in Indonesia. The study aims to provide a nuanced understanding of the relationship between social media use and teenagers insecurity levels. The research is conducted using a qualitative approach, by in-depth interview. Participants consist of four Indonesian teenagers who use Instagram actively and infrequently. Sampling technique is purposive sampling and the data analysed with coding and thematic analysis. The findings of this study challenge the notion that active users are always more insecure than infrequent users. The results indicate that factors such as gender, personality traits, the nature of content consumed, following habits, activity level, use of a second account, and the nature of posted content (private/non-personal photos) have a significant influence on insecurity levels. These findings emphasize the complex nature of social media effects on psychological well-being, highlighting the importance of considering multiple factors beyond mere usage frequency. The outcomes of this research provide valuable insights into the nuanced relationship between social media usage and insecurity among Indonesian users.

Keywords: social media, Instagram, active users, non-active users, insecurity

INTRODUCTION

The Association of Indonesian Internet Service Providers (APJII) published the findings of their 2017 internet user survey. In 2017, the number of internet users grew to 143.26 million, with data categorized by urban and rural penetration rates. Urban areas reached 72.41%, urban-rural areas reached 49.49%, and rural areas reached 48.25%. Gender-wise, men dominated with 51.43%, while women constituted 48.57% of internet users. Geographically, internet user distribution was as follows: Java had the highest at 58.08%, followed by Kalimantan (7.97%), Sulawesi (6.73%), Bali-Nusa (5.63%), and Maluku-Papua (2.49%). This emphasizes Java's significant share of internet users. Among age groups, individuals aged 13-18 accounted for 75.50% of internet usage, followed by 19-34-year-olds at 74.23%, 35-44-year-olds at 44.06%, and those over 54 years at 15.72%.

The data highlighted the prevalence of smartphones (44.16%) over laptops (4.49%) for internet access, enabling convenient and ubiquitous browsing. The internet's influence, especially on teenagers, was evident as 65.98% reported using it daily. Primary uses included chatting and accessing news (89.35%), with social media ranking second at 87.13%. Collaborative research by the Indonesian poll study and APJII in 2018 indicated a 10.12% growth in internet users. With Indonesia's population at 264 million, approximately 64.8% (171.17 million) were internet-connected. The island of Java held the highest penetration rate at 16%. The internet's transformative role was highlighted, turning into a lifestyle with social media leading at 87.93%. Gaming as a lifestyle trailed at 54.13%.

The internet's popularity was evident, particularly on platforms like Instagram, favored by teenagers. Instagram, a photo-sharing app, captured the interest of 61,610,000 monthly active users in Indonesia by November 2019, constituting 22.4% of the population. Female users slightly outnumbered males (50.8% vs. 49.2%). Most users were aged 18-24, comprising 37.3% (around 23 million). In 2020, Instagram's Indonesian user base grew to 62,230,000, representing 22.8% of the population. The majority (51%) were women, and the largest age group was 18-24 years (approximately 23 million). (We Are Social, Digital 2023: Indonesia, 2023).

However, the rise of internet use, particularly on platforms like Instagram, raised concerns. Studies noted altered sleep patterns, cyberbullying, and increased stress (Mahmood, Nawaz, & Meer, 2020). Instagram's impact on self-image and well-being, especially among teenagers, sparked worry (Weinstein, 2017). Studies revealed the adverse psychological effects of heavy Instagram use, including insecurity and anxiety (Vickery, et.al., 1994).

Users edited photos to enhance self-esteem, craving likes and comments for validation (Trifiro, 2028). Experts emphasized the critical link between social media and adolescent mental well-being. Recognizing the phenomenon of insecurity among teenagers who constantly compared themselves to others and sought approval online, further research was warranted. This psychological state affected daily lives globally, including in Indonesia.

LITERATURE REVIEW

Instagram: As per the aforementioned details, Instagram has emerged as a highly popular platform among teenagers. Functioning as a photography-centric social networking service, Instagram was introduced on October 6th, 2010, by Kevin Systrom and Mike Krieger, garnering an impressive 25 thousand users on its inaugural day (Atmoko 2012:3).

Furthermore, Atmoko (2012:8) elucidates that the term "Instagram" is a condensed form of "instant telegram." Thus, when dissected into its components "insta" and "gram," Instagram conveys the concept of effortless photo capture and viewing, which can be subsequently shared or disseminated to others. It is important to note, as highlighted by Atmoko (2012:8), that "Instagram" is a compacted rendition of the phrase "instant telegram." Consequently, when deconstructed into its constituent parts of "insta" and "gram," Instagram embodies the notion of simplified accessibility for capturing and perusing photographs that can later be conveyed or distributed to a broader audience.

Instagram is a widely used social media platform that revolves around visual content (Stuart, 2020). Users can create accounts and share photos and videos, applying various filters and editing tools to enhance their content (Yang, 2021). They can engage with others by liking and commenting on posts, as well as through private direct messaging (Tajibu, 2021).

Instagram Features: Instagram provides a "Feed" where users can see content from accounts they follow. Additionally, it offers features like "Stories," which are temporary posts that disappear after 24 hours, and "Reels," a short-form video platform for creating and sharing brief videos set to music or audio, users can also watch and upload longer videos on "IGTV" (Hawa, Harto, & Pramuditha, 2023). Instagram is widely utilized for personal expression, connecting with friends, following celebrities and influencers, and promoting businesses and brands. It has become an integral part of modern social networking and online visual communication (Bowles, 2016).

The platform allows for the discovery of new content and accounts through hashtags and a "Explore" page that curates posts based on a user's interests and interactions. Instagram Stories are a popular function not only on Instagram but also on Snapchat, Facebook, Facebook Messenger, Youtube, LinkedIn, TikTok (Mudra & Silchenko, 2022).

Instagram, as a communication platform, offers various features to enhance user interaction and engagement (Wahid & Gunarto, 2021). These features include followers, which allow for dynamic communication and privacy settings for private accounts, and photo uploads to share images and videos (Mittal, et.al, 2017). Users can mention others using "@" for increased interaction, and the likes button expresses appreciation for posts and gauges their popularity (Chen & Jian, 2020). The Explore section curates content based on user interests and preferences, making it a compelling way to discover new content (Mark, et.al., 2023).

In summary, Instagram's multifaceted features synergistically contribute to its role as a dynamic communication platform, enabling users to connect, express, and engage within a rich digital ecosystem.

Insecurity: The notion of insecurity was notably introduced by Maslow in 1943 (Afolabi and Balagun, 2017) as a pivotal component within the framework of basic human needs theory, specifically underlining the imperative need for security. When this fundamental stage remains unmet, individuals may grapple with emotions such as fear, anxiety, and a profound sense of discontentment that reverberates through various aspects of their lives.

A study conducted by Vornamen, Torronen, and Niemela (2009) delved into the perceptions of 922 Finnish teenagers regarding the concept of insecurity. The research unveiled a categorization of 16 distinct responses from the teenagers, subsequently organized into three overarching definitions:

- a. **Inner Circle:** This category encapsulates feelings of insecurity deeply rooted within the individual self, encompassing emotions such as fear, anxiety, and low self-confidence.
- b. **Social Circle:** Pertaining to interactions within the social realm, this section comprises feelings of insecurity stemming from social dynamics, including instances of bullying and a perceived lack of support.
- c. **Outer Circle:** Addressing concerns related to real-life circumstances, the Outer Circle encompasses feelings of insecurity tied to the uncertainties of the future and a heightened fear of crime.

Through this study, Vornamen, Torronen, and Niemela (2009) offered insights into the multifaceted dimensions of insecurity as experienced and defined by teenagers, shedding light on the interplay between personal, social, and broader contextual factors.

Factors Causing Insecurity: Three factors contribute to the experience of insecurity, namely failure and rejection, lack of confidence due to social anxiety, and perfectionism (Greenberg, 2015).

- a. **Insecurity Stemming from Failure or Rejection:** Dr. Lista Firestone elucidates that insecurity can stem from painful life experiences, which in turn give rise to self-destructive thought patterns (psychAlive, 2015). The interplay between success and failure serves as a reflection of an individual's pursuit of life goals, with successes and setbacks influencing the development of one's self-perception (Hwang, 2012).
- b. **Lack of Confidence Due to Social Anxiety:** Insecurity arising from a dearth of inner confidence in social contexts is often linked to the apprehension of being negatively evaluated by others. As noted by Schulze (2013) in Rachmawati (2015), individuals burdened by intense fear and overly pessimistic self-assessment within social situations are indicative of social anxiety. Such personal apprehensions can lead to social withdrawal and, consequently, a diminished quality of life. The ensuing isolation may even exacerbate the risk of suicidal tendencies.
- c. **Insecurity Stemming from Perfectionism:** The quest for unattainable standards can fuel feelings of disappointment, self-blame, depression, and even manifest in eating disorders. The pursuit of perfection, coupled with excessively high expectations, compels individuals to exert tremendous effort, often triggering a cycle of insecurity as they strive to attain an idealized self-image.

RESEARCH METHODOLOGY

The author conducted this study utilizing qualitative research methods. As defined by Moleong (2005:6), qualitative research aims to comprehensively grasp the experiential phenomena of research subjects, encompassing behaviors, perceptions, motivations, and actions. This approach employs descriptive language within a natural context, utilizing organic methods. In this study, data were garnered through in-depth interviews.

An in-depth interview is a qualitative research method that involves engaging participants in detailed, open-ended conversations to gather rich and nuanced insights into their

thoughts, experiences, perspectives, and emotions. This technique aims to delve deeply into a particular topic, allowing researchers to explore complex and multifaceted issues from the participant's point of view. In-depth interviews often provide a more profound understanding of the research subject compared to structured or closed-ended survey methods (Austin, 2014, Jamshed, 2014).

Key characteristics of in-depth interviews:

- a. **Open-Ended Nature:** In-depth interviews are characterized by their open-ended nature, where questions are not rigidly predetermined. Instead, interviewers encourage participants to express themselves freely, leading to a broader and more exploratory conversation (DeJonckheere & Vaughn, 2019).
- b. **Flexibility:** Interviewers have the flexibility to adapt their questions and prompts based on the participant's responses, allowing for follow-up questions that can uncover deeper insights (McIntosh & Morse, 2015).
- c. **Rich Descriptions:** Participants are encouraged to provide detailed and descriptive answers, which can lead to a more comprehensive understanding of their experiences, perceptions, and emotions (Sutton & Austin, 2015).
- d. **Participant-Centered:** The focus is on the participant's perspective, allowing them to share their unique viewpoints and narratives without being constrained by predefined categories (Knott, Et.al, 2022).
- e. **Probing and Clarification:** Interviewers can probe further into specific points, ask for clarifications, or encourage participants to elaborate on certain aspects to gain a deeper understanding of their responses (Robinson, 2023).
- f. **Contextual Exploration:** In-depth interviews often take place in a natural setting for the participant, allowing for exploration of the topic within its real-life context (Rashid, Et.al, 2019).
- g. **Rich Data Collection:** The collected data can include not only the participant's explicit statements but also nonverbal cues, emotions, and gestures that contribute to a comprehensive understanding (Denham & Onwuegbuzie, 2013).

Overall, in-depth interviews offer a valuable method for researchers to gain profound insights into participants' experiences and contribute to a deeper understanding of the researched phenomenon (Sutton & Austin, 2015). This study was carried out at Universitas Indonesia, specifically selected due to its congruence with the research's emphasis on exploring the Instagram usage patterns of teenagers and the consequent emergence of insecurities. This deliberate choice enabled an in-depth investigation students, who served as pertinent participants for this inquiry.

The sample for this study consisted of Indonesian teenagers, both active and infrequent users of Instagram. The sampling process likely involved a combination of purposive and convenience sampling. Purposive sampling was used to specifically select individuals who met the criteria of being teenagers and Instagram users, with variations in usage frequency. Convenience sampling may have been employed within the context of Universitas Indonesia, as this location provided access to a relevant participant pool. The deliberate choice of this university suggests a focus on students as participants, possibly because they are a readily available group that aligns with the research's objectives.

Participating 4 respondents in this study were primarily within the age range of 18-19 years, predominantly affiliated with Universitas Indonesia across diverse academic departments. Instagram adoption of these respondent spanned from as early as 2014, with some individuals embracing the platform during their high school years.

Data from in-depth interviews were analysed using coding and thematic analysis. Researchers transcribed the interviews and then organized the data by identifying recurring themes, patterns, or categories related to Instagram usage and feelings of insecurity. Codes or labels were applied to segments of text that represented these themes. The codes were then grouped into broader themes or categories, and the relationships between them were explored. The findings likely emerged from this iterative process of data analysis.

Motivated by the formulated research problem, this study delves deep into the intricate realm of insecurities encountered by adolescents as a direct outcome of their involvement with Instagram. To acquire a comprehensive comprehension, a meticulous exploration of adolescent insecurity becomes imperative. As a result, this research adopts a qualitative methodology, positioning itself to unveil and meticulously analyze the subtleties intrinsic to the identified phenomenon.

FINDINGS AND DISCUSSIONS

Instagram users are categorized into two distinct groups: the active users and those who infrequently engage with the platform. The active group encompasses individuals who proactively interact with Instagram, frequently accessing the app, viewing content, and sharing stories and posts. Daily engagement may extend beyond 2-3 hours, with a consistent habit of opening the app each day. For these active users, Instagram assumes a role of primary significance within their social media landscape.

Conversely, the second group consists of users who sparingly utilize Instagram. This segment rarely consumes content and infrequently contributes by posting photos or stories. Their interaction with Instagram is relegated to a secondary role within their social media repertoire. Typical usage remains below 2 hours per day, with a primary intent of perusing updates and news.

Motivations for Instagram usage among respondents varied, with several factors driving their engagement. Instagram was perceived as a medium for creativity, a source of entertainment, and a conduit for accessing up-to-date information. Conversely, those who exhibited infrequent Instagram usage attributed their behavior to a perception of mundane content, a preference for more captivating alternatives on other social media platforms, and concerns over potential declines in productivity.

Frequency of Using Instagram: Results of interviews with 1 male respondent with the initials NR who is a Faculty of Public Health student at Universitas Indonesia, show that Instagram has become a part of teenagers' lives, even the use of it Instagram by respondents can be intense every day. as stated by respondent NR (male) when asked about intensity Using his Instagram, he answered happily.

"During the national exam, it was rare" then NR continued, "if right now, it's open every day."(NR/9/12/2022). Respondent NR who is a teenage boy revealed that the total old Instagram playing time can be hours a day. "Often, sometimes playing

cellphone suddenly opens ig. About 10-15 minutes kept coming out, on and on re-login to Instagram. The total for a day can be hours.”

Respondents stated that Instagram was used as a medium to interact and build friendships. These active users feel Instagram has a pretty good impact on life every day, but some respondents also feel the bad impact of using Instagram. Not only for UI Student, The desire to feel comfortable in the form of a feeling of calm when using Instagram is affective motives for using Instagram social media among students of Bibliotechnology, State Islamic University of North Sumatra (Kartini, et.al, 2022).

From the results of several interviews, the researcher analyzed that adolescent boys who actively play Instagram have different meanings more positive towards Instagram. Assume that Instagram is media to entertain yourself and a place to wash your eyes. This thing anyway as disclosed by NR, a Student of the Faculty of Public Health University of Indonesia. He revealed that playing Instagram is one way to relieve boredom.

"Because I'm bored, for example, I don't have any assignments anymore, so I play Instagram just.." he continued, "looking at the news, about the facts, the same as K-pop too." (NR/09/12/2022).

This respondent admits that he rarely feels insecure because he only follows humor content and knowledge content. Such that conveyed by respondent NR when asked what content he usually follows on Instagram. For him, the content on Instagram that he follows gets to improve his mood and relieves boredom. This is in line with the statement of social connection is associated with happiness and satisfaction on Instagram (Tobin & Chulpaiboon, 2016).

"Yes, because I'm bored because what I follow is an entertaining account." (NR/09/12/2022).

Teenage boys are also less likely to post selfies on media social. They prefer to post views or post-school assignments that require publication on Instagram. Next, the researcher examined the RR respondent of a student Public Relations Vocational. Female respondents using this Instagram are former active users of Instagram. She decided to use Instagram less often because in the past when they were actively playing Instagram, she felt feelings of insecurity, inferiority, and comparing themselves to others. In addition, she is also bored with the content that is on Instagram. She also decided to rarely use Instagram because according to her, playing Instagram is just a waste of time. Also, don't want to expose your private life too often on Instagram.

She feels bored with the content on Instagram, and more choose to entertain themselves with other applications. Such that RR revealed the reason why she rarely uses Instagram.

"I prefer to open Twitter than Instagram. The problem is in Twitter the news arrives faster, I think the purpose of Twitter is not for Photos like on Instagram. Twitter is more like writing, so they are more factual too the faster the dissemination of information," (RR/22/12/2022).

When researchers asked about the frequency of long-time playing RR on Instagram, she replied. "I play Instagram for an hour a day if not 15 minutes. I don't use the alarm, I just look at the clock if it's been a while yes stop."

Before becoming an infrequent Instagram user, RR respondents had been addicted to playing Instagram in 2014. At that time, the Instagram application is very popular, several people are competing for it to have a lot of followers. Respondent RR also wants to have lots of followers and likes, to get this, she even follows people she doesn't know so that her followers increase. At that time she often felt anxious thinking about how many likes and comments received. Because following each other people who were unknown RR began to feel uncomfortable because she could not upload freely what she wants. She had to think about whether people would like it with the post, whether is it suitable if uploaded to the Instagram feed, and whether to get a lot of likes and comments. Long eventually RR felt he didn't want to think about these things, so he decided to delete his Instagram account in 2016. Just like in a research titled "Aesthetic Labour: Beauty Politics in Neoliberalism", it said that a popular Instagrammer quit the site in 2015 because she could not upload freely what she wants (Elias, Gill, & Scharff, 2017).

After deleting Instagram, RR became more relieved, more comfortable, and more productive. Then she went back to using Instagram to create a new account. However, RR doesn't use Instagram as actively as ever. RR's goal is to use Instagram again to maintain relationships with friends, spread *social awareness*, and promote the event.

When interviewing respondents, researchers often find the opinion that Instagram for them makes a perception about one's self-image, many people compartmentalize someone based on self-image displayed on social media. When someone assumes other people are not his/her type of association, indirectly the person will create a distance because it is affected by the image of other people on Instagram. For example, when people have a high-class image on Instagram, other people will feel inferior to be friends with them. Researchers also found that the respondents tend to feel insecure when seeing other people's posts that are prettier than themselves. In addition, they also compare their friendship with people on Instagram. This thing is in line with a research by Lewallen (2016), it said that women who compared themselves to the women in the experimental images were more likely to fantasize that they could achieve the look and lifestyle of the women featured in the images. Socially anxious participants interact with Instagram differently (Lopez & Polleta, 2021).

Impact of insecurity: Respondent AL admitted that he thought for a long time about the photo he was going to take post. However, AL emphasized that he had been here for a long time, not because he was worried about people's words and opinions. AL admits to being more ignorant or not caring about people's opinions about him, AL lasted longer to think about whether the photo is good according to him, and whether the caption is already good. for him, the most important factor in posting something is orientation to himself. Not to anyone else.

"Do you think the photo is good or not? same caption. In people's opinion no, the important thing is to sign the likes, that's it." (AL/10/12/2022).

Based on the results of the interviews, the researchers analyzed that male respondents are more rational and have more thinking simple in playing Instagram. Especially when you want to post something on Instagram, if they don't think the photo is good then they won't post without much thought, as well as when they feel they have something they think is good, then they will post it direct. When the researcher asked whether the respondent felt insecure about their posts, such as physically, or the quality of the photos. Respondent NR chuckled casually.

"Yes, if the photo isn't good, you don't need to post it... I mean, okay? Don't think it too much." (AL/10/12/2022).

NR's indifferent attitude didn't necessarily appear that way just. To the researchers, NR told that he had experienced a time insecure about himself when NR was in junior high, for him junior high is a period that is very unstable and vulnerable to compare yourself with others. NR revealed that he was very insecure with friends his friends who can travel abroad, while he can only languish at home.

"Yeah, when I was in middle school, I often felt insecure about people going abroad, while I'm at home. Yes, maybe because of the first I often see other people's stories. Now it's rare."(NR/09/12/2022).

From the results of the interview with NR, it can be concluded that there is a journey into utter indifference and indifference to the opinions of others on Instagram. In the past, NR was a user who actively view people's stories on Instagram, and observe the progress of his friends on Instagram. Now, NR is filtering anyone he wants to see, such as other people's stories and posts. Even NR said that now, it is more comfortable to play on a second account because it only follows people who make it comfortable, as well as only follow his closest friends. To have a second account is common among the Instagram user (Sirait, 2021). Second Instagram accounts function as the sphere for pseudo-liberations for its users (Sokowati & Manda, 2022).

"It's more convenient to use a second account, so it's more free. The problem is all close friends." Then NR continued his words, "Yes, you know, in the first it contains all the imaging. so first Middle school I was often insecure. That, before I had a second account." (NR/09/12/2022)

The more followers it is for NR make it uncomfortable. Especially if the accounts that follow them are people, people that NR doesn't recognize, this is also what made him in the past JHS is easy to get insecure. After creating a second account, and more active on Twitter with a few followers, NR feels he can be much more expressive on social media. now he actively shares his daily life on both accounts.

"Now I unfollow more people hehe." He continued, "I unfollow those who don't follow back and those who make me insecure. Because usually, those who don't follow back make them insecure, usually they like to show off in stories." (NR/09/12/2022).

Furthermore, NR shared that he felt insecure in the past because they thought that people's lives were great. It can be seen from the cool posts uploaded by people on the account as their firsts. This makes NR compare his other life as good as anyone else. but after having a second account, he can see the other side of the person. There they are much more free and what it is. This made NR think that the first account was an image and often makes people feel inferior. Meanwhile account second, makes him believe, that other people's lives are also not always perfect.

"Yes, usually people are more as they are on the second account, so it's more comfortable and we get to know the other side of them loh."(NR/09/12/2022).

The insecurity that NR experienced did not affect life personally. He admitted, insecure only came for a moment and then disappeared just. and not to make him feel inferior, or afraid to socialize in real life. He was only upset for a few moments when he was at home. So back to normal activities. Active male respondents use Instagram, they think Instagram has an impact variety for mental health. according to NR Instagram is very good for mental health because with Instagram he can have a lot of friends, feel entertained, and can be a place to tell stories at times lazy to use video calls (Staniewski & Awruk, 2022). Young men are heavy users of technology, particularly when it comes to entertainment and connecting with friend (Ellis, et.al, 2013).

Meanwhile, according to RR, she admits that Instagram is very influential in her life.

"I don't have any confidence in friends with this or that. Because on Instagram indirectly I can determine oh this person is like this this person is like that. Then I don't feel confident speaking in public, I just don't self-confident. Even though before using Instagram, I was a confident person very." (RR/22/12/2022).

This shows the influence of Instagram on self-confidence somebody. A person's self-confidence can decrease because of taste insecure person on Instagram. Lots of posts on Instagram show the advantages of the person herself in terms of physical, material, friendship, achievement, and others. These things cause some people to feel insecure because they feel they are not comparable to others.

From the results of interviews with female respondents are rarely Instagram users, researchers found a positive impact from rarely using Instagram. The respondents argued after they seldom use Instagram they become more productive and can focus on themselves, so they don't get hung up on other people, the anxiety experienced because of Instagram is reduced, and has a lot of time. When they are still very actively playing Instagram, they feel their study time is being disrupted, they compare themselves with other people, often feel insecure and overthinking, and feel anxious thinking about likes, comments, and followers.

However, in the opinion of respondents, despite the many impacts The positive side of rarely playing Instagram doesn't mean they prefer it didn't use it at all. Even if they don't play often Instagram, they think that it is important to have Instagram. After all, Instagram is a powerful means of communication important for teenagers like them. In addition, Instagram is

also a means of entertainment when they feel bored and bored. They stay using Instagram to maintain relationships with other people, express themselves, communicate with friends, and also to get information or seek entertainment.

Public Opinion: The informant is a student of Vocational Education Program, Universitas Indonesia (DW) aged 19 years. When the researcher asked whether there was a relationship between insecure and Instagram, DW replied that there was a link between insecure and Instagram seen from the phenomenon the more massive the spread of content on social media and sometimes what is displayed on social media is the visible side of the polish perfect and often able to make people feel insecure. This camouflage sometimes makes people unable to see reality which is actually.

Furthermore, DW also argues about what factors can affect a teenager exposed to insecurity. This can be influenced by environmental factors, how the environment is capable provide a user perspective. Kinda traumatized too play a role in the formation of a sense of insecurity, for example, a child who has trauma to the circumstances of their incomplete family tends to feel insecure about happy family posts on Instagram (Shobur, 2022). Personal experience can also be an insecure factor in adolescents, such as failed experiences, rejected experiences, and experiences ostracized (Rahadjeng & Siregar, 2021).

Active or infrequent users also need to be analyzed more deeply, just an example if someone actively uses Instagram to post they should be analyzed what content he/she is currently posting. Is the content real content? Required to be posted by the institution where he works or studies or does the content contain the daily life that he wants to show others? Even when someone chooses not to be active doesn't mean it's influenced by insecurity, it could just be because of people it has a profession to live privately and not indulge his personal life.

Based on DW's personal experience, he had a vacuum from Instagram for a few months that's because too much information circulating moreover made him feel anxious and insecure so by doing a social media detox he started to feel calmer and more relieved and no longer anxious about circulating information. DW also considers that the meaning of insecure by youth is the ideal from the positive side and makes it motivation but we cannot deny that there are also negative effects in the form of taste inferior, insecure, not confident, and anxiety that can occur.

CONCLUSION

This research is rooted in the formulated problem, which centers on discerning the variances in how Instagram impacts the sense of insecurity among active users and those who use the platform less frequently. The ensuing conclusions gleaned from this study are as follows:

- a. Instagram wields distinct influences, particularly concerning its effect on feelings of insecurity. This divergence in impact is contingent upon both gender dynamics and the frequency of engagement on the platform.
- b. Among active male users, Instagram exerts a predominantly positive influence. These users exhibit a tendency to experience infrequent insecurity due to their restrained posting of personal photos. Consequently, they display a relatively lower level of anxiety while awaiting comments from others. Active male users tend to remain unfazed by external opinions on Instagram. Interestingly, they may encounter sporadic feelings of insecurity upon encountering specific content. In these cases, the impact of insecurity on active male users can be perceived as a constructive impetus, encouraging them to tap into their untapped potential.
- c. Female infrequent users, who were previously active on Instagram, report sensations of unproductivity, anxiety, and insecurity while using the platform. Such users consciously seek respite from Instagram's negative ramifications. Paradoxically, even as they remain less active on Instagram, their overall sense of insecurity deepens, accompanied by diminished confidence and heightened anxiety. However, after scaling back their Instagram usage, these users undergo a positive transformation, experiencing increased productivity, reduced worries, and enhanced self-focus.

It is worth noting that feelings of insecurity need not invariably be viewed negatively. Instead, they can be harnessed as motivational tools, propelling individuals toward self-improvement. Among teenagers, Instagram retains its significance as a means of both entertainment and social connection. The user experience hinges on how Instagram is personally interpreted and navigated, coupled with the cultivation of effective self-regulation strategies.

The conclusions drawn from this research emphasize the nuanced influence of Instagram on users' feelings of insecurity, especially among teenagers. Gender dynamics play a significant role, with active male users experiencing sporadic insecurity, which can serve as a constructive motivator for self-improvement. On the other hand, female infrequent users, who previously engaged actively, report heightened insecurity and anxiety, but experience a positive transformation upon scaling back their Instagram usage, demonstrating the platform's complex impact on self-esteem. The study opens the door to further research on gender-specific effects, the role of content, strategies for self-regulation, the potential positive aspects of insecurity, and the long-term effects of Instagram use, offering valuable insights for guiding individuals, particularly adolescents, towards a healthier and more mindful approach to social media.

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ACKNOWLEDGMENT

We would like to express our deepest gratitude to all those who contributed to this research endeavor. Our sincere appreciation goes to Deni Danial Kesa, Ph.D for his invaluable guidance, support, and resources throughout this study. We extend our heartfelt thanks to the participants whose cooperation and involvement were fundamental to the success of this research. Furthermore, we acknowledge the continuous support and encouragement from our colleagues and friends. Their insights and discussions have significantly enriched this project. Finally, we acknowledge the funding received from Vocational Education Program, Universitas Indonesia which made this research possible.

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