

THE PHENOMENON HEDONISM ON INSTAGRAM

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Abstract

Students are a category of teenagers who are known for their unstable nature and often don't want to give in to following trends. They always make fashion something they want to show off on their social media. This research aims to observe and research the phenomenon of the hedonistic lifestyle on Instagram social media (study of students in Pekanbaru). This research uses descriptive qualitative. Informants were taken using purposive sampling, namely based on certain considerations and criteria. The data analysis technique in this research uses data reduction, data presentation and drawing conclusions. The results of this research explain that there are 3 aspects of the hedonistic lifestyle of Pekanbaru students, namely the Activity aspect, namely often sharing posts about traveling, hanging out, shopping, hobbies for luxury vehicles as a form of their existence on social media. In the Interest aspect as a form of entertainment for themselves, namely tourist mobility, socialization space, demonstrations of the vehicles they use on social media, and visiting entertainment venues such as music concerts. In the aspect of Opinion or opinion, the informant is of the opinion that hedonism is a person whose lifestyle is excessive or is called materialistic, having material goods is considered to provide instant pleasure and satisfaction, such as often buying things that are popular so that they don't look out of date (fomo)

Keywords: Phenomenon, Hedonism, Instagram

INTRODUCTION

Developments in science and technology are increasingly developing in the social and economic spheres of society. This development will then give rise to a style caused by the flow of economic globalization and consumption capitalism which is marked by the proliferation of shopping centers such as Shopping Malls, the fashion industry, the beauty industry, culinary, the gossip industry, residential areas and real estate, the incessant advertising of goods. super expensive, foreign vacations and the establishment of expensive schools which illustrate the level of consumerism in society.

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With the impact of globalization, all information can spread widely and it is difficult for someone to control it. It cannot be denied that nowadays humans are spoiled by the sophistication of technology, in fact humans are also very dependent on the technological tools currently available, starting from the creation of cellphones, then the presence of smartphones which are equipped with increasing sophistication every time. With the existence of the internet, smartphones have become the most widely used communication tool by humans to date.

Social media can make it easier for someone to exchange information without having to meet face to face, social media can also be a bridge that can bring people who are far away closer together. With this social media, users are able to get information when the event occurs. Social media seems to eliminate distance and time constraints in the process of disseminating information. The increasing use of social media in Indonesia from year to year can make social media users skyrocket. From the data that has been obtained, "Essential Insight into internet, social media, mobile, and E-Commerce Use Around The World" was published on January 30 2023, from Indonesia's total population of 86.5% million active users.

Social media as a brave media (online) that makes it easy for its users to participate, share and communicate with each other. By seeing the many functions of this social media, social media has become a necessity for society today. not only teenagers, adults are familiar with social media and participate in its use and benefits. Social media as a bridge for people to connect with each other wherever and whenever. Currently, distance is not a barrier to communication even though we are far apart. Its to be a life style now.

Chaney (2014: 32) said that lifestyle can help someone to explain their attitudes, values, wealth and social position. In modern society, the term lifestyle is interpreted as an expression of self and self-awareness to be stylish. Clothing, way of speaking, leisure time entertainment, choice of food and drink, vehicles, even choice of sources of information and other aspects are seen as an indicator of individual taste and style of a person. Many people have a lifestyle such as students and other teenagers.

Students are millennials who are still experiencing an identity crisis in finding their identity in their environment. Students are also very enthusiastic about new things, this hedonistic lifestyle is considered very interesting and considering that the hedonistic lifestyle greatly affects the lives of students. Students always seek happiness outside of campus and on campus for their peace of mind. Pleasures such as feelings of happiness, satisfaction, joy, entertainment, pride, sensory pleasure, fulfillment, extraordinary joy from within humans (Hude, 2016: 23)

Students are individuals who are included in the category of teenagers who are known for their unstable nature and often do not want to give in to following trends. They always make fashion something they want to show off on their social media. Many people use Instagram to upload and share their personal photos. With trends that can be hype according to him, such as having branded goods and interesting and unique OOTD (fashion) as one of the lifestyles desired by students. According to (Salam, Lai and Kidwai, 2019: 78) hedonism comes from Greek, namely hedone, which means pleasure. The hedonism group tends to spend their money, this group also tends to be consumptive in contrast to the utilitarian group who spends money according to its benefits or needs.

This study wants to see how the phenomenon of hedonistic lifestyle that is currently spreading among students, hedonism itself is adopted from the definition put forward by Chaney (2015: 78) hedonism is a lifestyle whose activities are to seek pleasure in life, such as spending a lot of time outside the home, playing more, enjoying the hustle and bustle of the city, enjoying buying things they like, and always wanting to be the center of attention, even though to get these things you have to justify various means. This research was conducted at the Islamic University of Riau. The Islamic University of Riau has students who follow many trends and high lifestyles such as clothes, shoes, branded goods and the cellphones they use.

Based on the results of a researcher's survey of one of the UIR students, assessing from a high lifestyle perspective with a level of hedonism that can be seen from the way they use their branded goods, students of the Islamic University of Riau show their goods to the public or their figures on social media Instagram as a place to show off the goods they have. The hedonism displayed by UIR students can be seen from the branded shoes, fashion and cellphones they own and the vehicles they use to go to campus.

The hedonistic attitude of students in Pekanbaru City can be seen from their stylish dressing style and their hangout friends or circles including from upper-class students with high finances, so that they feel they dominate the campus on campus by showing off their socialites through Instagram social media. Hedonistic students who show off their social status on Instagram social media usually like to add photos on Instagram with hashtags for the outfits they wear or the food menus they order and post on social media. The photos used on Instagram social media also show the clothes they wear whether they are stylish, new, branded or endorsed.

Hedonism as the worship of pleasure and enjoyment of the world that must be pursued and that is the most central goal of life for humans. This is what causes human behavior as excessive consumers, namely behavior in the name of brands, power and momentary pleasure. So that the ideology emerged that formality is now everything.

Review Literature

Hedonism

Lifestyle is a pattern in which people live and spend their time and money. Lifestyle is the result of a total range of cultural economics, and social life forces that will support the quality of human beings in a person (Engel and Kneip, 2016: 70). Lifestyle according to (Mowen and Minor, 2013: 181) shows how a person lives, how they spend their money and allocate their time.

The lifestyle of a society will be different from other societies. Even from time to time the lifestyle of an individual and a certain group of people will move dynamically. Lifestyle is basically a behavior that reflects what problems are actually in the minds of customers who tend to mix with various things related to emotional and psychological problems of consumers (Nugroho, 2010). (Mowen and Minor, 2014: 62) lifestyle will affect a person's behavior which will ultimately determine the person's consumption patterns.

From an individual perspective, a person's lifestyle influences their behavior in choosing a product to suit their lifestyle. A person with a modern lifestyle will tend to buy the latest, branded and expensive products and appearance is important to them. While

a person with a conservative lifestyle will buy the latest products, branded goods and appearance

Lifestyle is just one way to psychographically group consumers. Lifestyle is basically how a person spends their time and money. There are people who enjoy seeking entertainment with their friends, some who enjoy being alone, some who travel with their families, shopping, doing dynamic activities, and some who have excess energy and free time and money for social and religious activities. Lifestyle can influence a person's behavior and ultimately determine a person's consumer choices. Understanding personality is incomplete without understanding the concept of lifestyle (Solomon, 2018: 67-69). Lifestyle is a newer and more measurable concept than personality. Lifestyle is defined as the pattern in which people live and spend their money and time.

METHOD

The method in the research used by this author is a qualitative method. This qualitative approach discusses in depth and is more aware of phenomena about aspects, behavior, attitudes, responses, desires and will of a person or group.

In qualitative research, the required data is collected. After the data is collected, the researcher will analyze it qualitatively. Qualitative analysis is one that does not use mathematics, statistical models, econometrics, or other specific models but is based on facts that appear or as they are (Hasan, 2023)

This study uses a descriptive qualitative approach, because the researcher wants to describe and depict how the phenomenon of hedonistic lifestyle on Instagram social media is actually on students in Pekanbaru. This approach allows researchers to collect data and adjust it to the context, because this study is relevant using qualitative methods.

No	Informant(s)	Age	Occupation
1	AHT	22 years old	Student
2	AA	23 years old	Student
3	VPR	23 years old	Student
4	EDU	24 years old	Student
5	AAP	20 years old	Student

RESULTS AND DISCUSSION

Hedonistic lifestyle is a form of behavior that arises due to globalization in the community environment until now. The meaning of a hedonistic lifestyle is different for each individual. Although each student has a different meaning of a hedonistic lifestyle, the initial concept of hedonism is a lifestyle that makes living happily in the world the goal of his life.

According to Chaney (2015: 78), hedonism is a lifestyle whose activities are to seek pleasure in life, such as spending a lot of time outside the home, playing more, enjoying the hustle and bustle of the city, enjoying buying things that one likes, and always wanting to be the center of attention, even though to get these things one has to justify various means.

Students who apply this hedonistic lifestyle prefer everything related to luxury. Luxury goods, luxury places and luxury hobbies are always carried out to actualize themselves with their lifestyle. Students who have this hedonistic style never feel

burdened to spend a lot of money to get original goods because they think they are better off spending money than being outdated. The assessment of what someone uses, so nowadays many students compete to buy various kinds of goods in society.

These students are said to be hedonistic because they are up to date with fashion. When other students think that going to campus does not require style, these hedonistic students feel the opposite. They feel that their self-image is reflected in their outward appearance, that is why they have to look extra in order to look good in the eyes of other students. In addition, this can be a role model or a role model in themselves with lots of praise coming from the appreciation of others because their efforts make them happy to create their own image.

Hedonism Lifestyle Category Researcher Informant

Informant	Lifestyle					
AHT	show off vehicle	Hang Out Cafe	Vacation	Hang Out Cafe	Touring	The Big Motor
AA	Branded	Meet Up	Shoppin g mall	Concert music	Travellin g	
VPR	The Big Motor	Shopping	Hang Out Cafe	Touring	New Car	Travelling
AAP	Hang Out Cafe	Outfit of Expensive		show off vehicle	Branded	Vacation
EDU	Travelling	Branded	Hobby	Modifica tion	Hang Out Cafe	

Based on the summary results of the interviews conducted with the five informants, various activities were found that were carried out by the five informants which were usually uploaded via Instagram social media. The informants have various hobbies and different activities, but still lead to a hedonistic lifestyle. The various hedonistic lifestyle behaviors above can be categorized into 3 points, namely:

Excistance

Existence is an effort by someone to show their existence on Instagram social media, this can be interpreted as an individual's desire to be recognized, seen and considered important by others in cyberspace. Such as showing expensive vehicles used by informants, using branded goods and posting them on social media to show their existence as a wealthy person.

Entertainment

Entertainment is entertainment that provides pleasure, either in the form of activities or experiences. In accordance with the hedonistic behavior carried out by the informants above, such as hanging out in cafes, vacations to get entertainment that can reduce the level of stress they experience.

Fomo

Fomo (fear of missing out) is a feeling of anxiety or worry that arises when someone feels they will miss something interesting or important. It can be an experience, trend, information. There are several behavioral things that

informants usually do because of fomo or following the crowd, such as shopping for something that is popular or trending, watching a concert that they don't even know the songs by heart, just because they want to follow their friends.

Based on the results of the above explanation, this study explains that the lifestyle of the informants is in accordance with the opinion expressed by Chaney. These five informants have a life that they want to be seen more by people around them, especially their circle, then the informants like to spend their time outside the house to hang out in cafes, malls, and also meet up with friends to relax, relieve stress, and also go abroad, often shop for branded goods and post them on their Instagram social media which is basically not for learning.

The phenomena that occur in this study can be categorized into entertainment, self-existence, fomo. Students in Pekanbaru City tend to have a hedonistic lifestyle to entertain themselves, show their existence on Instagram social media, and there are also those who have fomo (fear of missing out). Instagram social media Students in Pekanbaru City always connect themselves with personal pleasures that can be seen by others or followers who consider themselves to have high value. Their Instagram social media is also filled with highlights that collect activities and activities showing how to entertain themselves.

The hedonistic lifestyle makes students lazy and often skip lectures because they are more concerned with fulfilling the pleasures they want to do. These things will be very difficult to avoid because they have become habits. When they fall into their pleasures, it is difficult for them to eliminate this hedonistic behavior because it has become a daily habit and is difficult to leave.

From these categories, it can be seen that the five informants have a hedonistic lifestyle that is entertaining, self-existent, and fomo. Informants always want to appear to exist on their Instagram social media as a form of social validation in order to get praise from their followers, or to build their self-image. Informants also do hedonistic activities to entertain themselves, such as often hanging out in cafes with friends. And fomo is also a common behavior of informants who always follow something to appear popular and up to date.

The lifestyle behavior of the five informants In accordance with what was stated by Chaney (in the journal of Dauzan Deriyansyah Praja and Anita Damayantie, 2013:187), a hedonistic lifestyle is a lifestyle pattern whose activities are to seek pleasure in life, such as spending more time outside the home, playing more, enjoying the hustle and bustle of the city, enjoying buying expensive items that they like, and always wanting to be the center of attention.

Joseph Plummer in (Mowen and Minor, 2014: 336) put forward a concept related to lifestyle, namely A, I, O (activity, Interest and Opinion). Researchers use the AIO concept to reveal the hedonistic lifestyle among Pekanbaru students based on the results of interviews with five informants. The following are aspects of AIO in informants;

Activity

The activities of students in Pekanbaru City tend to display their favorite hobbies, entertainment that they enjoy with their friends, whether it's hanging out at a cafe or gathering with their community, shopping at the mall with friends, going on vacation abroad. The activities of each informant have various things they do, such as informant 1 (AHT) usually does his daily activities by hanging out with his friends in the same

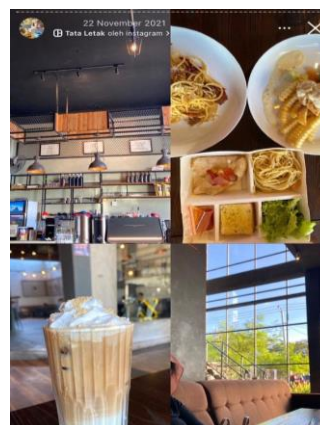
motorbike sport circle, kopdar, riding with his partner to spend his daily time. Informant 2 (AA) often shares his activities hanging out at aesthetic cafes with his friends, often attending concerts with friends, and sometimes going on vacation out of town with friends. Informant 3 (VPR) shares his daily activities almost similar to informant 1, namely going to kopdar to gather with his motorbike circle, going on vacation abroad and buying branded goods which he posts through the story feature. Informant 4 (AAP) shares her daily activities through Instagram stories which usually contain fashionable OOTD (outfit of the day) photos with branded items that she uses. Informant 5 (EDU) often shares her activities buying branded shoes that she bought, posting branded shoe collections, going traveling abroad, posting hobbies that she has such as car modifications, playing golf, tennis, billiards.

Vehicle hobby, which is a deep interest and activity done towards vehicles. Visual identity, which is a style of dress or outfit. Shopping, which is the activity of purchasing goods or services. Socialization space, which is a place where an individual interacts and communicates with others. Branded goods, which are products or services produced by well-known brands and have added value in the form of brand image. Traveling, which is the activity of traveling to different. From the results of the research that has been conducted on the five informants, it was found that the results of information regarding the interests/attractions of each informant tend to be the same, the informants have a high interest in fashion or brands to prioritize or show a stylish lifestyle that is fashionable and not out of date and the media they prioritize must be updated like Instagram. The interest of students in Pekanbaru City regarding a hedonistic lifestyle tends to be higher and more active, they are interested in trying new things in their lifestyle that makes someone feel like they want to be seen by their followers.

Tourism mobility refers to the activity of traveling to various tourist destinations which are then shared through various platforms. Vehicle demonstration refers to the act of showing off private vehicles, either cars or motorbikes, through social media. The socialization space itself is a place where individuals interact and communicate with others. Entertainment mobility is the activity of visiting entertainment venues such as music concerts. Goods demonstration is the act of showing off luxury goods or famous brands through social media.



instagram @ezradeavin



Instagram @aririangraini

Opinion

Their opinions on a hedonistic lifestyle or a particular brand. This is something that is interesting for students in Pekanbaru City. The opinions of students in Pekanbaru City on

brands, they prefer brands that are considered good and luxurious than unknown brands. Good and luxurious brands make them feel more like they are following trends and fashion that make them valuable in the eyes of their followers on their Instagram social media. Students in Pekanbaru City consider that local brands cannot make them create a hedonistic lifestyle and are considered less attractive so that students in Pekanbaru City tend to buy luxury brands such as in malls and other well-known stores.

Materialism refers to a value orientation that places material goods as the primary source of happiness and satisfaction. Narcissism refers to an individual's tendency to admire themselves excessively, have a high need for recognition and attention from others. Preferences refer to lifestyle choices that prioritize instant gratification, material satisfaction, and hedonistic experiences.

The relationship between entertainment, self-existence, fomo and the AIO concept has an inseparable relationship because students or someone who feels they want to be seen more by other people, then they show their attitudes and activities that tend to be different from others, the existence they display on Instagram social media makes them have to lead a hedonistic lifestyle and exceed the expectations of others who see it, interest is also something that is clearly considered for someone who has a hedonistic lifestyle because someone's interest in mastering social media hedonistically must be displayed better.

CONCLUSION

There are 3 aspects of the hedonism lifestyle of Pekanbaru students, namely Activity, Interest, Opinion. Where in the aspect of Activity or activities carried out by informants, namely often sharing posts traveling out of town/country, hanging out, shopping, luxury vehicle hobbies as a form of their existence on social media. In the aspect of interest or interests of informants as a form of entertainment for themselves, namely traveling to various tourist destinations for refreshing, choosing a cafe as a place for socializing with friends, showing off the vehicles they use on social media, and visiting entertainment venues such as music concerts. In the aspect of opinion or opinion, informants are of the opinion that hedonism is a person whose lifestyle is excessive or called materialistic, having material goods is considered to be able to provide instant pleasure and satisfaction, such as often buying popular items to look not out of date (fomo).

The increasingly popular hedonistic lifestyle in society can trigger various complex problems. Pressure to meet high living standards can encourage individuals to do things that are detrimental to themselves and others. Differences in economic and social abilities can trigger jealousy, unhealthy competition, and even criminal acts. In addition, an excessively consumptive lifestyle can also have a negative impact on the environment and economic sustainability.

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