THE INFLUENCE OF THE INSTAGRAM APPLICATION ON THE LIFESTYLE OF GENERATION 5.0 STUDENTS AT TADRIS IPS 2020 UIN KIAI HAJI

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ABSTRACT
As technology develops, IPS (Social Studies) students use Instagram a lot to find information. Besides that, it is used to view videos or photos uploaded by influencers who are active on Instagram. Students who generally have the age of 19 – 20 years who can already imitate the styles that are trending on Instagram are faster to imitate either by dressing or speaking as well as following existing trends. Generation 5.0 students who easily access Instagram can also find the desired student entertainment on Instagram, either in the form of funny things or shopping, which causes students to be consumptive because there are many features on Instagram, and Generation 5.0 students are very easy to access because Instagram is on the cellphone they hold. This scientific work is an illustration of how the influence of Instagram on the lifestyle of the 5.0 generation Social Sciences students. This research is a qualitative method in the form of previous scientific works and interviews with IPS students. This study aims to determine the lifestyle of students when using Instagram. From the various stages above, it can be seen that Instagram has an effect on the lifestyle of Social Science students at UIN Kiai Haji Achmad Siddiq Jember.

Keywords: Instagram, students, social studies tadris, generation 5.0.

INTRODUCTION
Along with the development of today's times, there are many technologies used by young people, one of which is the sophistication of cell phones in which there are applications to facilitate their lives. In addition, it is also to follow the style that is trending at the moment. As well as the use of applications used for exist in the virtual world, one of the applications that are often used by young people, especially generation 5.0 in Tadris IPS students of Kh Achmad Siddiq Jember State University, namely Instagram which is used to capture photos and as a means of information (Bambang Dwi Atmoko, n.d.). Various influences from the Instagram application are so common as common examples that often occur among students, namely dress models, musical pleasures and speaking styles that must all be up to date.

Students who access Instagram with various high benefits will directly see various content that has been uploaded by creators who are active on Instagram, the upload can be in the form of new products, which current trends can also tours or places for coffee make students interested in trying (Zolkepli & Kamarulzaman, 2015). So that young people students very easy to
follow the trends that are currently popular makes Instagram application very popular with students to follow the ongoing trend as well as expand their social network through the network. The internet the form of Instagram has many things to be obtained such as lifestyle and things that are also loved by students. However, from the ease of internet access, there are not only positive things to be obtained because the Instagram application is widely accessed by all people of various ages, both children, teenagers, and even parents, things it also brings up a lot of content that can be seen by students, this is an influence in the form of lifestyle or sociability style (Shazrin Daniyati, 2022: 134). So from easy internet access students can use Instagram for positive things to make a positive impact as well. In addition to the various features of Instagram, one of the other advantages of Instagram is that photos can be shared to other social media such as Facebook and Twitter, thus allowing the photos to not only be seen by people who have Instagram (Aditya, 2015)

Currently, generation 5.0, especially students of social studies (Social Sciences) UIN Kiai Haji Achmad Siddiq Jemer (Kiai Haji Achmad Siddiq University Jember) are very spoiled by the sophistication of social media, one of which is Instagram which can broaden their horizons so that students must be able to filter for their lifestyle besides that student is expected to be able to make good use of social media so that there are positive things that can be taken on the social media that they currently use Instagram social media is a communication media that has many users dominated by teenagers.

Instagram has become one of the factors changing the lifestyle and ethics of teenagers. These lifestyle and ethical changes are not always positive because some users are affected in a negative direction. This change occurs depending on how each individual uses Instagram. The purpose of this study was to find out how much influence Instagram use among teenagers has on lifestyle and ethics. This research uses a qualitative approach to descriptive methods by distributing questionnaires to obtain accurate data.

Indonesia is currently successfully dominated by globalization, one example is the old culture that is fading, so that a new culture appears, namely the culture of consumerism or consumptive behavior. Consumerism exists because it meets the demands of people's lifestyles, one of which used to be shopping in traditional markets now in online shops, there is nothing wrong with this situation, because the demands of the times are already sophisticated and modern, it's just that in this era of globalization and digitalization there needs to be self-control which, functions as a "brake" so as not to stuck on consumptive behavior. In reality to meet the needs of human life, choices are given in terms of freedom of will and freedom of action (free act). Everyone's needs are different, some can meet their needs in moderation, some are excessive in their needs.

In general social studies Tadris students, Generation 5.0 is a new generational arrangement and focuses on human values by balancing economic growth with social solutions through a system that combines pseudo-and real space. As a result, the use of Instagram in this generation is quite good and Generation 5.0 has a goal, namely to realize a new, more humane life structure, and
develop information technology for the purpose of common welfare. The idea of generation 5.0 originated in Japan, but it is actually significant to be applicable in various countries. Work arrangements and technological developments to support solving humanitarian problems and for the progress and welfare of society. Keys to implementing the program

The interest of students in things displayed on Instagram can be seen in the style of dress and places that students often visit which are usually called aesthetic places. In this scientific paper, the author will examine the influence of the Instagram application on the lifestyle of social studies students at UIN Kiai Haji Achmad Siddiq Jember entitled "The Influence of the Instagram Application on the Lifestyle of Generation 5.0 Students in Tadris IPS 2020" which is the majority students use the Instagram application, the purpose of this scientific work is to find out the influence of the Instagram application on students of generation 5.0 both positive influences on students both influences negative and makes it an inducement for readers to use the application well as well as making good use of. Based on the results of observations, Instagram can influence the lifestyle and style of students.

**RESEARCH METHODS**

In this research, it uses qualitative methods, namely understanding social phenomena carried out by humans or generations to create a complete and complex picture so that it can be presented using words, presenting detailed views obtained from informal sources, and carried out in a natural setting (Warul Walidin et al., 2015) With this, this research aims to gain an understanding of social problems. Because the researcher showed how the subject derives meaning from the surrounding environment, so based on data collected through observations and interviews with students using Instagram.

**DISCUSSION**

Among students, many use Instagram as a dress reference and know information from outside, Instagram users in addition to young people there are also parents and children, this results in students knowing information from outside faster both in terms of dress styles and what is currently trending based on data collected through the results observations and interviews with students using Instagram. The results showed that people have needs when using Instagram, including the need for personal integration, the need for social integration, the need for ethical behavior, and the need for humor or seriousness. In this scientific paper, the author will show the results of an interview about the influence of Instagram on Tadris IPS 2020 students that there are students who state:

“From Instagram, I can find different types of people with their clothing styles. And some people make me want to imitate the style of their clothes to make them look neater and arguably fashionable”
Tot only that, many answers show that Instagram affects the dress style of UIN Social Studies student Kiai Haji Achmad Siddiq Jember.

This study also found several other opinions from the number of 28 students interviewed, namely 57.1% of students using the Instagram application think that Instagram has an effect on their dress style and use Instagram to socialize with others and Jaya Hidup. In addition, there are 42.9% of students’ opinions that students do not use Instagram and do not use Instagram as a reference for dressing styles so it can be concluded that half of the students of Tadris IPS UIN Kiai Haji Achmad Siddiq 2020 use Instagram. The Instagram application used by students also has advantages.

Compared to other social media, Instagram is more suitable as a promotional or sponsorship media because of its different designs. Visually attractive so that it can be used as a teaser medium, It is the dissemination of information intended only for users. Those who participated in it were concerned and wanted to know more information a little longer (Putri & Mormes, 2017). The respondent itself replied that they are mostly affected by the lifestyle that Instagram presents because the lifestyle presented by Instagram has attracted the attention of many people and is now used as a trend besides that some of them call themselves more confident when wearing clothes that By the media Instagram present and also from Instagram they get references to dressing and other lifestyles. So, it is not surprising that Instagram media has a very big influence on society and students, especially in terms of dress and daily lifestyle (Nissa, 2022: 52).

The student is defined as someone who is studying at an upper university with various hopes of becoming a qualified person in terms of intellectual, psychological, and emotional. When taking the student education level, there are often obstacles faced related to the educational needs needed by students such as the non-fulfillment of the level of education in the area of origin. This is the situation, where students choose to take the level of education in other regions. In addition, its existence outside its home region often students have to adapt to various new environmental conditions (Mareza & Nugroho, 2016).

A student is someone who has a series of processes in studying at a public and private university. The existence of universities is an important role in efforts to form high-quality human beings in terms of way of thinking, way of life, and way of working. This effort is the first step in building a country with dignity in terms of life (Fauziah, 2015). Various views on students at a high intellectual level, as well as the quality of critical thinking, characterize Kiai Haji Achmad Siddiqnya. Patterns of insight and way of thinking Students have various cultural differences from ethnicity, race, ethnicity, region, gender, and so on.

Social media is currently shifting into a primary need for generation 5.0 such as the use of Instagram, the definition of Instagram according to Jubille Enterprise itself is defined as a community where it can share photos with other Instagram users from all corners of the world. It
can also be called a large gallery of anyone who wants to see the work of other Instagram users so that they form a friendship. Another opinion is also expressed by Salamon's social media Instagram created for smartphone owners so that they owners feel that it is not in vain to have a camera on their smartphone. Instagram is a photo-sharing app that also allows a user to take a photo using filters digital, and share on social media services including the owner of the Instagram account itself. Meanwhile, according to the daughter of Instagram name the word "install" which means "instant", just like polaroid cameras which are famous for instant photos, while the word "gram" itself comes from the word "telegram" which means the way kerta telegram itself is to send information to others so quickly just like Instagram used can upload photos using an active internet network so that information is quickly conveyed (Efektivitas Penggunaan Media Sosial Untuk Pengembangan UMKM Kabupaten Jombang Oleh Ita Rahmawati, Lailatus Sā’adah, Siti Afiyah - Buku Di Google Play, n.d.)

The attitude of female students who use Instagram to feel happy with the style of dress with a sense of pleasure arises a tendency to behave following other people's posts on Instagram such as by following their dress style to buying clothes according to the analysis that the author can that social studies students also do similar things such as following the style of dress on Instagram the magnitude of the influence of activity on Instagram on the attitudes of female students who use Instagram (Azlina et al., 2015) Instagram as a social media is no longer just a means of exchanging photos but also as a means of introducing yourself and socializing for its users. Now, social media is used to exchange certain products with consumers known as online stores.

Instagram is a smartphone application specifically designed for social media which is the only digital media that has almost identical functionality to Twitter. The difference between the two is that Instagram allows its users to upload photos in various formats or be used as a platform to share information with other users. can be used to make photos more detailed, artistic, and powerful. Instagram is considered by adults to be the most popular social media platform because, unlike other social media platforms, it puts more emphasis on photos and videos with a long duration. The proliferation of social media consists of two groups of siblings, each of which has unique weaknesses depending on how it is used (Salmiati et al., 2019). Be careful when using social media, especially Instagram, as it can be both positive and negative depending on how one uses it. Currently, not many Instagram users are only bothered by false information. Many young people often use this social media by accessing negative information such as pornographic material, criminal activities, promiscuity, terrorism, and other negative information. Taking advantage of Instagram will also make users feel scared, making them less eager to learn. On the contrary, if Instagram is used dishonestly it will provide positive benefits to its users. Since social media on Instagram has been designated as "the only most important source of information" or "media dedicated to spreading the religion of Islam", it is now effective for promoting religious goals.
Generation 5.0 is a new generational arrangement and focuses on human values by balancing economic growth with social settlement through a system that combines pseudo-and real space. Generation 5.0 has a goal, namely to realize a new, more humane life structure, and develop information technology for the common welfare. The idea of generation 5.0 originated in Japan, but it is significant to be applicable in various countries. Work arrangements and technological developments support solving humanitarian problems and the progress and welfare of society. The key to implementing the generation 5.0 program is the alignment of pseudo-and real spaces to obtain quality results, and also from there create new values and problem-solving to solve challenges for human well-being.

The characteristics of generation 5.0 according to Harayama (2018) is a generation that can present products and services to people in the right and appropriate way and that person can agree on a good quality of service to present a sense of comfort and enthusiasm regardless of background (Arifin, 2020).

Life skills in the era of Society 5.0 are the skills of the era of technology. In this era, technology is part of human life. An example of one of the technologies that may be very close to humans is the internet. The internet is not only done to share information but the internet is sometimes also used to live life. In the era of Society 5.0, digital technology is applied or used in life. The concept of Society 5.0, makes humans the controllers of technology. The principle of Society 5.0, is a generation or a citizen-centered on man and technology. Actually, Society 5.0 cannot be separated from technological developments, but Society 5.0 is more towards the order of people's lives.

Through Society 5.0, artificial intelligence that observes the human side will modify millions of data collected from the internet across all areas of life. It is hoped that it can become a new wisdom in the structure of society. These modifications or changes will help humans undeniably, to live a more meaningful life. Society 5.0 emphasizes the need to balance economic gain with the resolution of social problems. The new value created in Society 5.0 is that innovation will eliminate regional, gender, age, and language inequalities and enable the seamlessly planned allocation of services and products for a wide variety of individual needs and latent needs. In this way, it will be possible to reach a generation that can publicize economic development and get solutions to social problems (Raharja, 2019).

After the researcher analyzed data from respondents who came from UIN Kiai Haji Achmad Siddiq Tadris IPS students at the Faculty of Tarbiyah and teacher science, researchers saw the results in this study showing how the use of media social Instagram on Tadris students IPS can affect their lifestyle. From the results of the analysis of the previous single table, it
Show that the majority of social studies students who use Instagram social media are included in the category of heavy users, where users access 5-6 times a day use of Instagram social media by USU students. After researchers analyzed data from respondents who came from UIN Kiai Haji Achmad Siddiq Jember Tadris IPS, researchers see the results in this study show how the use of Instagram social media in UIN Kiai Haji Achmad Siddiq Jember students can affect their lifestyle. From the results of the previous single table analysis, it shows that the majority of Tadris IPS students who use Instagram social media are included in the category of heavy users, which its users access 5-6 times in a day.

The most frequent social media on Instagram is the spread of fashion choices specifically for the style of followers. Since this is the main goal, photos or photos shared with followers will do so at the point of giving. have criteria for selecting each new photo taken. A typical day for a government agency involves collecting between 50 and 100 photos for selection. Only two to three of the few photos in this collection will be posted and shared as of today. Teenagers usually look for pajama inspiration by using anything that has been uploaded by someone, be it a trending fashion item, pajamas suitable for a certain size or type of tube, or even for a specific occasion. Whenever they create another social media account, they always update it with their Instagram account. This is done as a promotional medium and to sharpen the audience.

Instagram is a social media platform that can be used to keep up with career opportunities in the fashion industry from various organizations that are currently opening low-paying positions for recent graduates as well as for individuals looking to get into the industry. Not only that, but sometimes they also provide financial assistance to people who want to work in the fashion industry as reporters at fashion events. To begin with, the term "experienced" or "journalistic" is not used. As a result of their love for the fashion industry and their ability to communicate whatever they want to say, they are the subject of the teenager and will be the reporter. Another opinion says that Instagram is, "Instagram is a medium that offers ease of use for posting photos, videos, and social networking content online." It can be used by users to communicate with and carry their objects and Themes (Dyah Ayu Puspitorini, 2013).

In addition, Instagram also has benefits such as, among others, the following: (1) Instagram can be used for sharing. Through social media platforms like Instagram, one can share interesting things, such as creating an image with a caption that uses only capital letters or offering inspiration by using photo captions that refer to relevant images. (2) Make use of Instagram for your portfolio. If someone has a blog, successfully performs an important task, or engages in an important project, they can publish it on Instagram. With this, other Instagram users can understand its strengths and weaknesses. (3) Instagram can be used to provide endorsements If a person has a large number of followers and is active on Selbgram, then most likely his account.
is a personal account. He can offer support by, for example, promoting a product or offering support from an organization. The reward that exists when someone does an endorsement is that they can receive money or other benefits.

From this, it is clear that Instagram has consistently harmed its users. The lifestyle that has begun to change starts from wanting to appear to be a person who can help people and make us a little freer to buy something we want, when in reality there are teenagers today more selfish or selfish, and they feel less updated or unrelated to reality if they are not involved in current trends. This may happen to those who are proficient in the subject matter, but if anyone is less proficient, they are likely to approach others to help them fulfill their wishes. A self-proud lifestyle is only worth sharing on social media, such as Currently some teenagers have not been able to use social media well and often experience prejudice due to the lifestyle of others. As women, we must always be able to express lust and ecstasy when using social media (Agianto, R, et al., 2020:132). In addition, there are precautions taken by people of all ages when using social media such as Instagram to ensure that young people are not exposed to harmful influences so that they can engage in a healthy lifestyle and aesthetics there. The study of lifestyle and ethics in question was carried out by several women, and they concluded that the use of social media by individuals such as Instagram is directly influenced by this change. They may notice certain people who are moving in a positive direction, such as those who become more innovative and creative when creating content and people who use Instagram as a marketing tool.

CONCLUSION

In this scientific paper, the author will show the results of an interview about the influence of Instagram on Tadris IPS 2020 students that there are students who state that from Instagram they can find various types of people with their respective clothing styles. This study also found several other opinions from the number 28 students interviewed, namely 57.1% of students using the Instagram application think that Instagram affects their dress style and use Instagram to socialize with others and Jaya Hidup In addition, there are 42.9% of students’ opinions that students do not use Instagram and not using Instagram as a reference for dress styles so it can be concluded that half of the students of Tadris IPS UIN Kiai Haji Achmad Siddiq 2020 use Instagram. Patterns of insight and way of thinking Students have various cultural differences in ethnicity, race, ethnicity, region, gender, and so on. Instagram as a social media is no longer just a means of exchanging photos but also a means of introducing yourself and socializing with its users. The proliferation of social media consists of two groups of siblings, each of which has unique weaknesses depending on how it is used. Since social media on Instagram has been designated as "the only most important source of information" or "media dedicated to spreading the religion of Islam", it is now effective for promoting religious goals.
Generation 5.0 is a new generational arrangement and focuses on human values by balancing economic growth with social settlement through a system that combines pseudo-and real space. Generation 5.0 has a goal, namely to realize a new, more humane life structure, and develop information technology for the purpose of common welfare.

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BIBLIOGRAPHY


