

Instagram and Social Media's Influence on Indonesian Vocational School Adolescents' Hedonistic Lifestyle

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ARTICLE INFO

Keywords: Lifestyle, Hedonism, Adolescents, Social Media

Received : 2 May

Revised : 19 May

Accepted: 20 June

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ABSTRACT

Hedonistic One of a person's life's objectives is to pursue pleasure only, which is a problem that many young people face. people confront. This arose as a result of the current expansion of social media in industrialisation and globalization. The Instagram app, which can be used to communicate numerous occasions through photographs and videos, is one method to use social media. The goal of This study seeks to quantify the influence of Instagram on the hedonistic lifestyle. In this study, a sample of 70 respondents was employed, and a questionnaire was used in the information gathering process. The equation $Y = 7.855 + 0.732X$ is the outcome of linear regression analysis, and the correlation coefficient (r) between the variables X and Y produced a correlation coefficient value of 0.74. This value indicates that there is a significant and favorable correlation between the two variables. 54.76% of the Hedonism Lifestyle is affected by Instagram, with the remaining 25.99% influenced by other factors not examined in this study

INTRODUCTION

Teenagers' lives now differ from those of previous generations. At the moment, contemporary society's lifestyle appears to be more focused on its existence cultural values and orientation. In order to meet demands, contemporary society can also be thought of as a transition from our conventional culture to one that is more advanced in terms of science, technology, and ways of thinking. beginning to include all facets of global society, including Indonesians. According to Kotler and Armstrong (2000: 226), a person's way of life is represented in their activities, interests, and beliefs (or lifestyle). This is having an increasing impact on people's lives. youngsters, whose parents wish them to have a simple and happy existence. Several environmental elements here have a significant impact on the lives of today's teenagers, particularly urban adolescents. Not only in cities, but also in suburbs and transitional regions, youth increasingly expect everything to be simple and enjoyable.

The mindset of individuals who are evolving and advancing as a result of the existence of use of the internet. The internet serves an important role in modern life as an informational tool. Nowadays, almost every segment of society is aware of the internet and makes use of it for personal gain. The emergence of technology achievements has a negative impact on society, one of which is on lifestyle, and many people are not intelligent enough to take benefit of scientific and technological advancements.

The development of social media, which has profoundly changed society behavior and communication, is supported by the advancement of internet technology. The younger generation, who lacks the ability to select or filter what they see and hear around them, is seen to be harmed by this. Social media has made it possible to communicate with people from anywhere at any time. A social media network, according to Powell (2009), is a collection of people who share common interests, ideals, and lines of thought. According to Kaplan, Andreas, and Michael (2010), social media is a collection of web-based applications that allow information exchange and are built on the conceptual and technical underpinnings of Web 2.0.

Social media is an example of how technology and knowledge are developing, as well as how industry-produced goods are becoming more sophisticated and putting "the world in the hand" (Nasrullah, 2017). Everyone now has access to everything from any source as the world becomes flatter (Thomas L. Friedman, 2007).

Social media is being used more frequently to prove that users are actually there. Users that want their social media posts to be seen by a larger audience usually use open social networking sites like Instagram, Facebook, Line, or Twitter. Because we can talk openly and honestly here. It will backfire on the younger generation if facilities like those mentioned above are not used wisely, especially when using social media, since they will act freely and occasionally beyond the morals and values widespread in society.

Users using iOS and Android smartphones frequently utilize the social networking site Instagram. Instagram, according to Wikipedia, is an application for sharing photos and videos that enables users to take pictures, record films, add digital effects, and post them to a variety of social networking sites, including Instagram. Instagram is a social networking site with a vibrant image library., making it a trendy idol in its field. Personal images, cuisine, scenery, and hobbies may all be intriguing visual themes in posted photos and videos. Instagram accounts are listed below. Users in Indonesia as reported by NapoleonCat in January 2021:

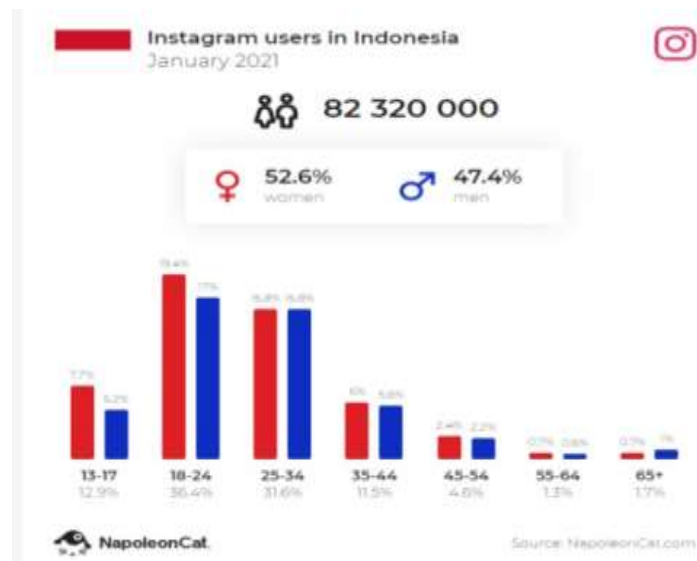


Figure 1. Instagram Users in Indonesia January 2021

As Instagram users in Indonesia span a variety of ages, as can be shown. 13 to 65 years of age. Females aged 18 to 34 years old, on the other hand, predominated. When you're an adolescent. Instagram is popular among people of all ages, including international artists. Selebgram is a subgenre of artists via social media, Instagram, and even online retailers. The shop on Instagram has exploded in response to today's booming business and increasing requirements. Aside from that, Instagram users today witness a type of lifestyle that fosters a sense of self-existence in a person by engaging in the use of branded items and other luxuries like clothing, food, and cellphones (Fitria, 2015).

The hedonistic way of life encourages actions that seek out life's pleasures, such as spending more time outside the home, playing more, taking advantage of city life, frequently buying pricey items for pleasure, and constantly aiming to be the focus of attention. Pleasure will eventually replace all other goals or purposes as the main ones (Azwar Suprana, 2003).

Adolescents are residents in the age range of 10 to 18 years, according to the Minister of Health of the Republic of Indonesia Number 25 of 2014, and adolescents are residents in the age range of 10 to 24 years, according to the National Population and Family Planning Agency (BKKBN). Adolescence is viewed as a crucial stage, a time of transformation, a time to explore one's identity, a time to experience fear, and a time to become adulthood. Teenagers

are still trying to figure out who they are, making them particularly susceptible to outside influences. The emotional instability and imbalance that characterize adolescence making teenagers vulnerable to external effects (Hurlock, 2008).

A person's opulent lifestyle, often known as the hedonistic lifestyle, increasingly draws others in, particularly Vocational School kids. Many elements, such as one's surroundings, friends, associations, and prestige, might encourage a person to live a hedonistic lifestyle.

Based on the foregoing, the researcher wishes to perform a study named "The Impact on Adolescent Hedonism Lifestyle in Vocational Schools of Instagram Social Media." The purpose of this study is to ascertain whether the hedonistic lifestyle at vocational schools is impacted by Instagram social media.

METHOD

The quantitative approach was utilized in this study, a questionnaire was used for the data collection process, with a sample size of 70 responses. The equation $Y = 7.855 + 0.732X$ was produced by the results of this study's linear regression analysis, and the correlation coefficient (r) between the variables X and Y produced a correlation coefficient value of 0.74. This value indicates that there is a significant and favorable correlation between the two variables. 54.76% of the Hedonism Lifestyle was impacted by Instagram Social Media, with the remaining 25.99% influenced by other factors not examined in this study. The six-month trial period ran from March 2021 through August 2021. The study was carried out in West Java at a vocational school.

RESULTS AND DISCUSSION

Results

Before the researcher conducts the research, the researcher makes preparations in advance so that the constraints that will occur when conducting the research can be minimized.

- 1) The first stage that the researcher did in this preparation was to identify the problem that the researcher would examine by formulating the problem to be studied and determining the objectives to be achieved from the research that the researcher would conduct. After that the researcher determines the themes, variables and research hypotheses because the research that the researcher will do uses a descriptive quantitative method, namely by searching, studying and understanding theories that are in accordance with the research that the researcher will do so that it is more relevant and to be used as a reference either from books, journals or other sources. on line.

- 2) The second stage that researchers do is to find research targets that are appropriate and match the research that will be studied by researchers also determine where the research will be carried out and the range of this research, namely vocational school students or adolescents
- 3) The third stage that researchers do is to develop a research design that aims to compile data so that it can be trusted and valid. Researchers also perform data processing and describe it. The results of this research will be the basis for testing the truth of the research that the researcher is doing. Research Subjects who will be used as respondents are subjects that are in accordance with the characteristics of research subjects determined by the researcher. In conducting this research the researcher used the questionnaire method which was given to the respondents to be filled in and the results of the questionnaire were analyzed by the researcher.

In the study on the impact of social media like Instagram on the hedonistic lifestyle of teenagers in vocational schools. In vocational schools, the author creates and distributes questionnaires to a sizable number of pupils. the results of surveying 70 respondents, who were looked at in terms of their numerous characteristics, including gender, age, and class. The traits of the 70 respondents are listed below:

Table 1. Grouping of Respondents Based on Gender

No.	Jenis Kelamin	Jumlah	%
1.	Woman	46	72%
2.	Man	24	28%
	Total	70	100%

Based on the respondents' gender, Table 1 lists their traits. There are 70 responses in all, and it can be seen that there are more female respondents than male respondents. 39 people (66%) were female. and just 24 males (44%). According to the data, women outnumber males in the studied population.

Table 2. Grouping of Respondents by Age

Age	Number Of People	Presentase
15	44	62,86%
16	13	18,57%
17	13	18,57%
Total	70	100%

Table 3. Questions

No	Questions	Y	K	T
1	Teenagers who have Instagram social media	70		
2	Teens who often use social media Instagram	68	2	
3	Instagram influences the lifestyle of teenagers	55	10	5
4	Instagram social media is a teen reference for the lifestyle that is lived	40	15	15
5	The role of Instagram is very big influence teen lifestyle more than any social media	40	17	13
6	Vocational students are more confident when following the trending fashion styles on Instagram social media	45	15	10
7	The clothes currently worn are the clothes presented by Instagram	30	20	10
	Often buy goods as a result of being influenced by the lifestyle and style of dress that exist on Instagram social media	25	45	0
8				
9	Always upload daily lifestyle on Instagram	55	10	5
	Always feel proud because his lifestyle and style of dress are in accordance with what is in the media Instagram social	50	10	10
10				
11	follow and know most of the trending lifestyle from Instagram	60	5	5
12	imitate other people's lifestyle from Instagram	40	20	10

Processed Data Results

Table 3 describes the characteristics of respondents based on their gender. There are 70 responses in all, and it can be seen that there are more female respondents than male respondents. There were 39 women (66%) in the group 24 males (44%). According to the data, women outnumber males in the studied population.

After analyzing the results of this study, the researchers concluded that out of the 70 respondents in this study, 100% of vocational school youth used Instagram social media. In its influence from the research results, Instagram social media can have an influence on student lifestyles, both in fashion and in

other items that they encounter while using Instagram social media. This proves the need for a way to overcome the nature of wanting to follow the lifestyle on Instagram social media. In the results of the research above, we also draw the conclusion that someone who is already using social media, especially Instagram, cannot but be affected by the lifestyle that Instagram presents, and we cannot avoid this, seeing the changing times, which are increasingly advanced and developing. it is very possible that everything that is presented by the media is an illustration of what we should do in the future.

a. Reability Test

1. Variable X (Instagram Social Media)

Table 4. Reability Test

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.833	0.835	30

Based on the respondents' gender, Table 1 lists their traits. There are 70 responses in all, and it can be seen that there are more female respondents than male respondents. There were 39 women (66%) in the group 24 males (44%). According to the data, women outnumber males in the studied population.

2. Variable Y (Lifestyle Hedonism)

Table 5. Lifestyle Hedonism

Reability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.783	0.786	30

According to The Hedonism Lifestyle variable (Y) has a reliability value of 0.783 in the table above. For the reason that the Hedonism Lifestyle variable (X) has a reliability coefficient value greater than 0.786, this indicates that it is dependable.

DISCUSSIONS

1. Sosial Media

In summary, the media may be characterized as a type of communication as previously mentioned. When referring to the term media, which will arise as a method to accompany technology, all existing definitions share a similar trend. Social media, (2017) Rulli Nasrullah claims that an internet platform enables users to interact, cooperate, and exchange information. and build social ties electronically.

Social media is defined as a web-based application or program that allows users to share or access existing content in order to connect with one another. Friends, followers, hashtags, timelines, personalization, comments, user accounts, user profile pages, and alerts are all available on social media.

According to Van Dijk in Nasrullah (2015), social media is a media platform that focuses on the existence of users in order to enable their activities and collaborations. As a result, social media may be viewed as an online medium (facilitator) that develops user relationships as well as a social link. Social media is fast expanding as a result of developments in internet and mobile phone technologies. You may now access social media from anywhere and at any time with only a mobile cellphone. Because of how rapidly individuals use social media, not just in industrialized nations but also in Indonesia, a substantial information flow phenomena has formed. Because of its quickness in catching hot news, Social media is starting to replace traditional mass media as a means of disseminating it. Youths are happy to spend time or browse the internet thanks to the various conveniences provided by media, and each social media platform has its own perks that help it draw in a large user base.

2. Lifestyle

In modern society, the term "lifestyle" is often used. It always goes through modifications as the times develop. If you pay attention, you will notice a difference between generations. People used to pay little attention to their lifestyle and looks. In comparison to looks, they prioritize fundamental requirements. Indeed, it is distinct from culture, where earlier everything was built of many sorts of norms in such a manner that they were so binding, not so obvious but highly impacting.

Sutisna(2017) defines lifestyle as" a way of life that is identified by how other people spend their time as seen from work, hobbies, shopping, sports, and social activities and interests consist of food, mode, family, recreation and also arguments consisting of about themselves, social issues, business, and products." Lifestyle is more than just ones socioeconomic status or personality.

People's hobbies impact their lives in a range of commodities, and the items they buy mirror that way of life. Each person's views, interests, and activities represent their lifestyle. When it comes to money and time management, everyone's model is the genuine lifestyle. A person's consumption pattern is ultimately defined by their lifestyle, which influences their mindset.

Lifestyle is inextricably linked to the fast advancement of technology and time. A lifestyle is an effort to live in a manner that is different from that of other groups. Depending on their own experience in comparison to the social reality, people choose a set of behaviors and representations that are appropriate for them and inappropriate for display in social circumstances. One of the characteristics of contemporary society is the ability to fulfill all of life's necessities in an instant. People nowadays desire products that come right away. This attribute has a detrimental or adverse influence on today's world.

According to The Hedonism Lifestyle variable (Y) has a reliability value of 0.783 in the table above. For the reason that the Hedonism Lifestyle variable (X) has a reliability coefficient value greater than 0.786, this indicates that it is dependable.

3. Adolescent

According to Teenagers have an intermediate status due to their parents' positions and some that they have attained on their own, which will eventually provide them some prestige, according to the Reforma Journal (2017). This ailment is connected to the post-puberty (sex maturity) period. Teenagers must have this transition period in order to accept adult duties. As a result, a pathological emancipation education will assist youth in letting go of his intermediate position and becoming a responsible adult.

Because of these definitional discrepancies, there is no broad agreement on the age group borders of teenagers. Adolescence, on the other hand, is related when growing up and into adulthood. You will go through a number of significant developmental phases throughout this phase of maturity preparation. Adolescents experience phases of social and economic independence, identity development, acquisition of adult life skills, and negotiation abilities in addition to physical and sexual maturation (World Health Organization, 2015 Abstract Reasoning).

4. The Influence of Social Media on Everyday Life



Diagram 1. The Influence of Social Media on Everyday Life

The diagram above shows that out of 70 respondents, 70 people (100%) have social media

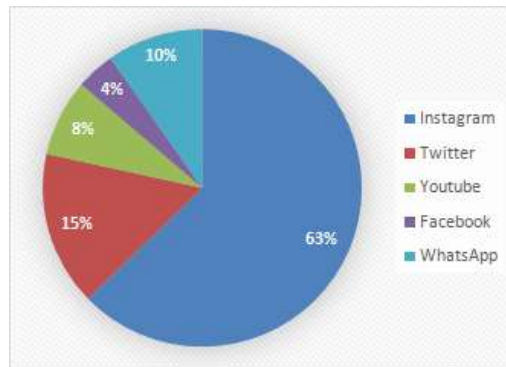


Diagram 2. The Influence of Social Media on Everyday Life

According to the graph above, 57 participants (63%) identified Instagram as their most often used social media platform out of 70 respondents. Factors that impact them include the fact that Instagram social media is accessible from anywhere. Instagram also offers a tool for uploading short-duration photographs and videos. Teenagers can utilize the tools given by Instagram social media to add insight or knowledge derived from the content seen on Instagram and then use it in everyday life. This is what draws teens to Instagram.

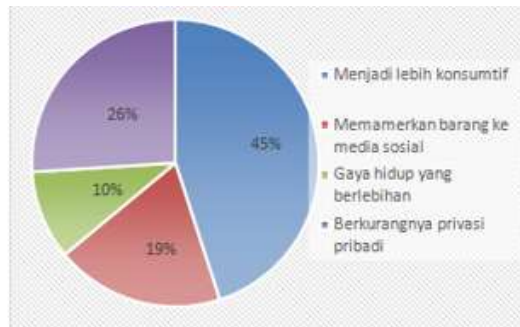


Diagram 3. 57 Individuals (92%) Believe that Social Media Can Impact Teens' Lifestyles

Similar to the graphic above, 57 individuals (92%) believe that social media can impact teens' lifestyles. According to the graphic above, 57 (45%) of the 70 responders grew more consumptive. Because some individuals utilize social media to purchase for necessities. When seen from the eyes of its users, particularly teens, they choose due to the pricing factor, which could be less expensive than purchasing goods straight from stores.

One of the four indicators – Selectivity, Intentionality, Utilitarianism, and Involvement – was made public as a series of questions for respondents to complete. Alternately, four indicators that condense the questions that the respondent was asked and answered revealed that teenagers are more likely to use Instagram to survive, including the ability to choose, intentionality, use, and involvement, as well as two other indicators based on lifestyle theory, activities, interests, and opinions.

Based on the According to the aforementioned facts, it can be inferred that every adolescent who chooses Instagram as their social networking platform wants to launch a business or is interested in expressing himself. cause these teens' lifestyles to change.

The hedonistic lifestyle is formed through one's own thinking, which is influenced by current trends, so that it triggers oneself to always keep up with the times that continue to develop, and there is space provided by instagram which is then used by teenagers, particularly teenagers in vocational schools, have used instagram social media as a place to display a hedonistic lifestyle because of the emergence of comfort and a sense of being cared for or considered more and a currently

For teenagers, Instagram social media is used as a place to present themselves, express messages, and show their abilities. All activities carried out must be shared via Instagram so that everyone or their followers know what is being done. Instagram is very focused on its goal of being a communication mediator through pictures or videos and communication based on people's meaning of what is displayed on Instagram. Displaying the hedonism lifestyle is an effort made by an individual in creating a certain perception of himself in front of the public. Showing off luxury items, appearances, or daily activities carried out by teenagers on Instagram social media will shape the atmosphere and conditions of interaction which then give their own meaning.

Basically, everyone has a specific goal when presenting an exaggerated lifestyle to others. Especially if it's an opportunity to show a hedonistic lifestyle in the context of social media. At first glance, it seems that the presence of social media such as Instagram provides ample space for each individual to be creative, especially in displaying a lifestyle or self-existence. Such as showing fashion with branded goods, changing private vehicles, going on vacation,

hanging out in contemporary places, and showing socialite circles. All of this can be seen through posts or instastories to show social identity in the view of hedonism. Various types of lifestyle displays on Instagram, which are to address social identity, there are 3 concepts for forming social identity, namely: Identification, Categorization, Social Comparison.

The first concept of social identity is identification, which is meant as the beginning where a person judges or defines themselves that are seen by others as members of certain social categories. As said by informants 1 and 3, they are willing to buy some KW branded goods just to be valued more than other people. Thus Instagram users or followers who follow someone on Instagram will see when the person being followed displays a lifestyle on Instagram then these followers will assess or define the social identity of the Instagram user.

The second concept of social identity is categorization, where a person shows a tendency when displaying a lifestyle that forms groups or categories that are meaningful to individuals. The lifestyle that is often displayed on Instagram is mostly about fashion, vacations and automotive. When displaying a luxurious, branded, contemporary lifestyle, and coupled with socialite friendships, followers on Instagram will categorize these Instagram users into a group or category that is in the upper class for the Instagram user's social identity.

The third concept is social comparison, when someone feels better or more okay than others, is a social comparison to form a social identity that is owned. All of the subjects I interviewed judged that they were happy, proud, and there was a certain satisfaction when they displayed their hedonistic lifestyle. When Instagram users display a hedonistic lifestyle, followers of these Instagram users will compare social groups. Social comparison is a process that helps us develop our social identities by comparing our attitudes and skills to those of others.. So someone tries to achieve social identity by displaying a lifestyle that is more than other people in order to get value from the position of the social status group for them.

Related to this theory of social identity that current Instagram users have a level of satisfaction and pride and self-confidence that they want to see that they can surpass others.

Besides that, you want to get praise and recognition from others. Related to this research, the researcher sees that the hedonism lifestyle problem does not have such a big impact, because the hedonism lifestyle doesn't always only occur on the Instagram application because every new technological development young people will continue to display a hedonistic lifestyle because it is caused by curiosity. the big one. Hedonism can be stopped if a person is able to control himself not to easily follow or be too ambitious with a luxurious lifestyle just for

self-existence. As well as being given directions on how to use social media correctly and wisely without harming yourself and others, especially the Instagram social media application which should be intended as a place to bring out young people's creativity that can inspire everyone.

CONCLUSIONS AND RECOMMENDATIONS

In the millennial era, social media is a product of technology that provides people all over the world with access to a variety of information. We can gain knowledge about a wide range of topics through social media. However, if utilized incorrectly and overused, social media may have a negative impact. Aside from that, everyone of us who use In order to lessen the negative consequences of Instagram social media, Instagram media must be able to use social media as cautiously as feasible. We as users are required to always adopt the lifestyle that the media presents because of the enormous power of Instagram media. Since it has become more difficult to escape this influence, been ingrained in our lives. We might sense a significant effect in terms of apparel as well as our everyday lives. This is due to the attractiveness that is exhibited, as well as the trend of clothing models that are more modern, cozy, and practical in daily activities.

The author would like to suggest the following things based on the outcomes thus far: Instagram users should be able to access information, entertainment, engagement, and other things from any location, and the existence of social media platforms like Instagram opens up new avenues for self-expression, self-actualization, and identity construction. It's crucial for the generation now living in an entirely digital world to be able to use technology effectively to help. in the development of a positive identity. Because this study solely examines hedonism as a generational identity on Instagram social media, researchers who wish to continue research on Hedonism can be used to contrast an Instagram user's online persona with who they are in real life. What similarities and differences exist between the identities people build on Instagram and their real-world identities? Additional study is required to fully understand this phenomena.

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