

# The Effect of Instagram Exposure of Hedonic Lifestyle on Dissonance Rates for Digital Native

Popy Prilyantinasari<sup>1</sup>, Ahmad Mulyana<sup>2</sup>

<sup>1</sup>Student of Communication Program, Mercu Buana University, Indonesia

<sup>2</sup>Lecturer of Communication Program, Mercu Buana University, Indonesia

**Abstract**— Instagram is a social media that is widely used by digital natives in Indonesia. And every day digital natives can spend 24% of their time accessing Instagram. The hedonist lifestyle on Instagram is often visualized with vacation photos at a place of prestige, ownership of branded goods, and luxury. Digital natives who see the hedonist lifestyle on Instagram cause an affective effect that is feeling uncomfortable in the form of anxiety, jealousy, often comparing themselves with other people and so on. This discomfort is called dissonance. So that more often digital natively exposed by hedonic lifestyle makes the level of dissonance is higher.

The theory used to analyze is the theory of Hypodermic Needle. This research uses quantitative research methods, with data collection techniques through the distribution of questionnaires to Budi Mulia high school students who were selected into a sample of 114 people through random sampling. Based on these results, the influence of hedonic lifestyle exposure on Instagram on the digital native dissonance level was obtained that Anova obtained Hedon Lifestyle Exposure variable on Instagram sig value of 0,000, then compared with a probability of 0.05, F count: 74.076 > F table: 3, 93 and at  $\alpha = 5\%$ , then the decision is  $H_0$  rejected, it means that there is an influence of Hedonic Lifestyle Exposure on Instagram Against the Disability Level of Digital Native of 39.8%, while 60.2% is influenced by other factors not mentioned in this study.

**Keywords**— Exposure, Hedonism, Dissonance, Digital Native.

## I. INTRODUCTION

The internet has a variable communication and one of them through the presence of social media that bridges individuals with other communities without the time and geographical limits. Social media is an online media that supports social interaction with a more interactive form so that the use of social media is very attractive to the community.

Instagram is one of the most widely used social media by Indonesians. Instagram has become a part of everyday life seen from the data above the number of users which reached 62 million. Instagram social media is often used by teenagers to upload all kinds of activities such as personal photos or videos about identity, lifestyle, hobbies, interests to be conveyed to the wider community through their Instagram social media accounts. From this, the age group who frequently access Instagram social media is the native digital.

Digital native is part of generation Z. In the digital era, humans are categorized through various groups of generations to illustrate the extent of differences between generations in using digital media. Bencsik, Csikos, and Juhez's (2016) research show that Generation Z is the youngest generation in the digital age because of its expertise in using digital technology. A native digital is a group of people consisting of the millennial generation and generation Z. Both generations spend almost all of their time interacting through social media. Digital native refers to students born after 1980 and native speakers of

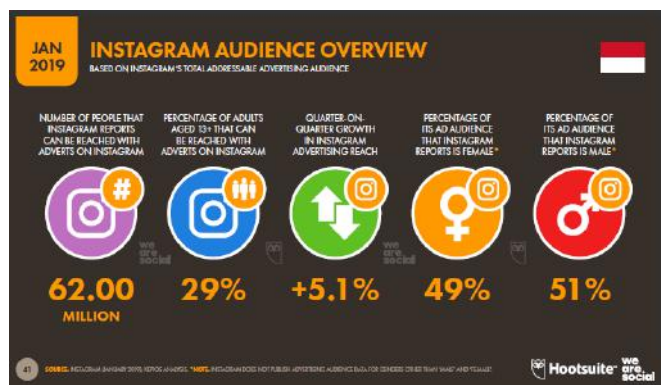


Fig.1: Instagram Audience Overview

Source: [www.websindo.com](http://www.websindo.com)

computer digital languages, video games and the internet (Prensky, 2001).

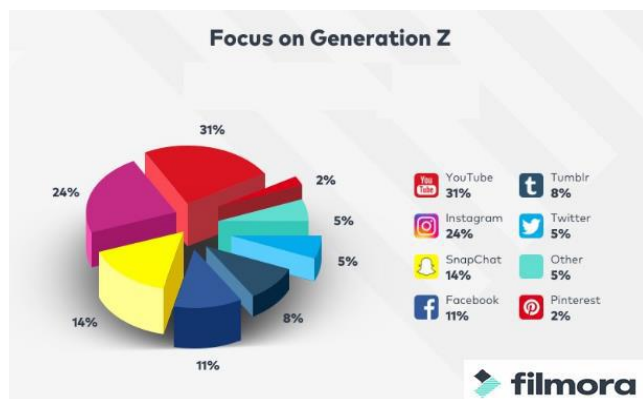


Fig.2: Use of Social Media by Digital Native

Source: [www.socialmediatoday.com](http://www.socialmediatoday.com)

In the picture above reinforces the statement that digital native has a very high intensity of internet usage. And every day digital natives spend 24% of their time accessing social media Instagram. The data has become a common phenomenon around people watching native digital activities who like to use social media almost all day long.

Exposure to messages through social media is something that cannot be avoided. An international journal by Toby Dyer entitled *The Effects Of Social Media On Children* states that adolescents are very easily exposed by content in social media (Facebook, Instagram, Twitter) that cause various effects such as anxiety, depression and cyberbullying (Dyer, 2018). In another international journal, *The Effect of Browsing Social Networking Websites* by Hassna Saad mentioned that the use of social media causes effects for adolescents because the variety of content on social media that is so perfect makes teens feel insecure about real life (Saad, 2015). Supported by another journal titled *Measuring Youth Media Exposure: A Multimodal Method for Investigating the Influence of Media on Digital Natives* by Michael Rich et al reinforces that exposure to digital media has proven to be able to have a very large effect on its users (Michael Rich, 2015).

In communication, the hedonic lifestyle has a role as a message received by the communicant. Instagram acts as a medium for how the message is conveyed and digital native acts as a communicant of the communication process. The hedonist lifestyle is one type of content that is present on Instagram social media. The hedonist lifestyle that is visualized through pictures and videos tends to exert influence by the viewer. Digital natives as young people who are in high school level tend to be more easily influenced to get the same social strata with

their environment. The amount of lifestyle content on Instagram that is very glamorous creates new anxiety in teens. The desire to have a hedonistic lifestyle without economic support makes some digital natives on Instagram feel uncomfortable. Instagram is directly a channel of interest for showing off teenagers about holidays to prestigious places. So that other teenagers who see the post will feel inferior and cause a sense of dissimilarity from the presence of these hedonic lifestyle messages. This discomfort is called dissonance which has indicators including resentment, jealousy, anger, comparing yourself with others and so on.

We can see that many teenagers force themselves to post pictures about themselves that are up to date. Teenagers on Instagram have a demand to always have branded goods, go-to hangout places that hit, buy food that is the current trend. Because they are forced to view hedonist lifestyle content through the timeline, installation and explore features. But with all the limitations that exist, it makes teens feel uncomfortable with the hedonic lifestyle content and create new anxiety in adolescents. Because this hedonic lifestyle encourages teens as quickly as possible to meet all their needs to get pleasure immediately. So the exposure of the message raises a media message effect in the form of a level of dissonance. The more teenagers are hit by hedonic lifestyle messages, the higher the discomfort they experience. So the more often the digital native is exposed to the hedonist lifestyle on Instagram through the posting feature and Instagram Story can increase the dissonance of the digital native.

## II. CONCEPTUAL FRAMEWORK OF THE STUDY

### 2.1. Hypodermic Needle Theory

This theory is known as the bullet theory (Schramm), the "syringe" theory (Berlo) or the Stimulus-Response theory (De Fleur and Ball-Rokeach). This theory says that people are vulnerable to messages of mass communication. He mentioned that if the messages were "right on target", he would get the desired effect.

Hypodermic Needle is like a Stimulus-Response (SR) relationship that is completely mechanistic. The mass media is likened to a large syringe that has a capacity as a very strong stimulant (S) and produces a strong (R) response, even spontaneously, automatically and reflectively.

### 2.2. Exposure theory

According to Ardianto, exposure can be interpreted as the activity of hearing, seeing, and reading media messages

or even having experience and attention to those messages that can occur to individuals or groups. Media exposure seeks to find public data about media use both types of media, frequency of use and duration of use. (Ardianto, 2014)

### 2.3. Media Effects Theory

Mc. Quail said that the media had effects including the impact that would emerge in the cognitive domain, which influenced attitudes and feelings or affective domains, and the impact on behavior (Mc.Quail, 2012).

### 2.4. Hedonistic Lifestyle

Armstrong said that the hedonist lifestyle is a lifestyle that activities to look for the pleasure of life, such as spending more time outside the home, playing more, enjoying the city crowd, happy buying expensive things he likes, and always want to be the center of attention. (Chaney, 2009).

### 2.5. New Media

John Vivian revealed that the existence of new media such as the internet could surpass traditional media message distribution patterns, the nature of the internet that could interact obscured geographical boundaries, the capacity of interaction, and most importantly could be done in real-time. Nicholas Gane and David Beer explained the characteristics of new media with the term network, interactivity, information, interface, archive, and simulation (Rulli Nasrullah, 2014).

### 2.6. Social Media

Ardianto in the book *Komunikasi 2.0* revealed that online social media, called online social networking, is not online mass media because social media has social power which greatly influences the opinions that develop in the community. Supporting or mass movement can be formed because of the strength of online media because what is in social media is proven to be able to shape opinions, attitudes, and behavior or society. This social media phenomenon can be seen in the case of Prita Mulyasari versus Omni International Hospital. This is why this media is called social media, not mass media (Mayfield, 2008).

Mayfield defines social media as the best understanding of a new type of online media group that includes the following characters: (1) Participation; Social media encourages contributions and feedback from everyone who is interested. This blurs the boundary between the media and the public. (2) Openness; Social media services are open for feedback and participation, and encourage voting, commenting and communicating. (3) Conversation; When traditional media still distribute

content to the public, social media is known to be better in two-way communication. (4) Community; Social media can quickly form a community. (5) Connectivity; Most social media develops on linking to other sites, sources, and people.

### 2.7. Instagram

Instagram is a photo-sharing application that allows users to take photos, apply digital filters, and share them to various social networking services, including Instagram's own. One unique feature on Instagram is cutting photos into square shapes, so they look like Kodam Instamatic and polaroid cameras. This is different from the 4: 3 aspect ratio that is commonly used by cameras on mobile equipment (Habib, 2018).

#### Digital Native

The native digital generation is part of generation Z. Generation Z is a transition from generation Y when technology is developing. Their lives tend to depend on technology, prioritizing the popularity of the social media use.

Digital natives are in the Z generation who spend almost all of their time interacting through social media. Digital Native refers to students born after 1980 and native speakers of digital computer languages, video games and the internet (Prensky, 2001). Meanwhile, Helsper & Enyon (2009, p.1) said that digital native is the young generation born when the internet has become a part of their lives.

## III. METHODOLOGY

The method used for 'the title of the Influence of Hedonic Lifestyle Exposure on Instagram to the level of digital native dissonance' is quantitative research, where research data are in the form of numbers and analysis using statistics (Sugiyono, 2008). Meanwhile, the type or type of research used in this study is the Explanation method.

### 3.1. Population of the Study

The population in this study were digital natives taken from Budi Mulia High School. Students who became the population of this study were grade 11 students, amounting to 159 students. With characteristics: 1) aged 15-18 years, 2) owning a smartphone, 3) using Instagram social media, 4) having an account on Instagram social media and 5) actively accessing Instagram social media 5 hours per day.

### 3.2. Sample and Sampling Techniques

It is known that the population or number of students is 159. So based on the Taro Yamane formula with "a 90%

confidence interval and 5% precision". So to find out the sample of respondents is:

$$n = \frac{N}{N \cdot d^2 + 1}$$

$$n = \frac{159}{159 \cdot (5\%)^2 + 1}$$

$$n = \frac{159}{159 \cdot (0,05)^2 + 1}$$

$$n = \frac{159}{159 \cdot 0,0025 + 1}$$

$$n = \frac{159}{0,39 + 1}$$

$$n = \frac{159}{1,39}$$

$n = 114,388489$  rounded up to 114 students.

Then the total sample in this study amounted to 114 students.

According to Sugiyono, a simple random sampling technique is a sampling technique from members of the population that is done randomly without regard to strata that exist in that population (Sugiyono, Research Methods, 2001). The random sampling technique was chosen by researchers because the number of sampling units in a population is not too large. So in this study, all 11th-grade students will be randomly selected and the selected students will be representatives of the entire population of 11th-grade students of Budi Mulia High School.

### 3.3. Operationalization of Concept

Fig.3: Operationalization of Concept of Variable X and Variable Y

	Instagram. (Ardianto, 2014)	<ul style="list-style-type: none"> <li>e. How often to see posts and Instastory about luxury and expensive culinary</li> <li>f. How often to see instagrammable posts and Instastory gathering places</li> <li>g. Instastory activities with groups, clubs or communities that are glamorous, full of solidarity, spend a lot of money</li> <li>h. Posts with groups that describe togetherness and activities in a place of prestige</li> <li>i. How often to see responses both in writing and verbally on instastory and Instagram feeds about products related to the pleasure of life</li> </ul>
	Duration, Calculate how long the audience joins Instagram social media and sees hedonist lifestyle content on Instagram. (Ardianto, 2014)	<ul style="list-style-type: none"> <li>a. How long can you access Instagram social media in a day</li> <li>b. How long have you seen the content of physical modernity through instastory and postings on Instagram</li> <li>c. How long to see posts of branded goods via Instagram</li> <li>d. How long pay special attention to posts that have the value of prestige owned by an item or activity</li> <li>e. How long to see the content of the posting activities gathered at the Mall and the representation of luxurious pleasure</li> <li>f. How long have you seen the posts and Instastory about luxury and expensive culinary</li> <li>g. How long does it take to see instagrammable posts and Instastory gathering places</li> <li>h. How long have you seen Instastory activities with groups, clubs or communities that are glamorous, full of</li> </ul>

Variable	Dimension	Indicator
Exposure to Instagram About Lifestyle	The frequency of using social media Instagram to get data on how many times a day someone uses Instagram social media and see hedonist lifestyle content on	<ul style="list-style-type: none"> <li>a. How often to see the content of physical modernity through instastory and posts on Instagram</li> <li>b. How often to see posts of branded goods via Instagram</li> <li>c. How often pay special attention to posts that have the prestige value of an item or activity</li> <li>d. How often to see the content of posting activities gathered at the Mall and the representation of luxurious pleasure</li> </ul>

		solidarity, spending a lot of money i. How long have you seen posts with groups that describe togetherness and activities in a place of prestige j. How long have you seen responses both in writing and verbally on instastory and Instagram feeds about products related to life's pleasure
Dissonance rate	The level of comfort that occurs is called the level of dissonance (magnitude dissonance), which refers to a quantitative amount of dissonance experienced by someone. (West & Turner, 2008: 137)	a. Compare yourself to others b. Annoyed c. Envy d. Sorry e. Disappointed with yourself f. Afraid g. Angry h. Anxious or worried i. Heartache

**IV. FINDING AND DISCUSSION**

4.1. Simple Linear Regression Analysis

Fig.4: Table of Anova

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3921.007	1	3921.007	74.076	.000 <sup>b</sup>
	Residual	5928.440	112	52.932		
	Total	9849.447	113			
a. Dependent Variable: Dissonance rate						
b. Predictors: (Constant), Exposure to the Hedonism Lifestyle						

Source: Results of Processed Primary Data, 2020

From the ANOVA or F-test results, there was a calculated F value of 74.076. The probability value (sig) is 0,000 <74,076. Then the simple linear regression model is accepted or it can be concluded that the simple linear regression equation  $Y = a + bx$  can already be accounted for.

4.2. Determination Coefficient Test (R2)

Fig.5: Table of Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.631 <sup>a</sup>	.398	.393	7.275
a. Predictors: (Constant), HEDONISME				

Source: Results of Processed Primary Data, 2020

The value of R square is 0.398 or 39.8%. Based on the above table calculations, it can be seen that the influence of hedonic lifestyle exposure variables on Instagram (X) on the dissonance rate of digital native (Y) is 39.8%. While the remaining 60.2% is explained by causes or other relationships that can affect the level of digital native dissonance.

4.3. F Test

The conclusions resulting from the F test are as follows:

$H_0 : \beta = 0$  (there is no influence of hedonic lifestyle exposure on Instagram on the level of digital native dissonance)

$H_1 : \beta \neq 0$  (there is an influence of hedonic lifestyle exposure on Instagram on the level of digital native dissonance)

The calculated F statistic is 74.076 (based on the ANOVA table in column F, the regression row), while the statistics of the F distribution table with  $\alpha = 5\%$  is 3.93. The p-value obtained for this test is 0,000 (based on the Figure 4, Column sig., hedonic lifestyle exposure row) the rejection criteria for  $H_0$  in testing this hypothesis are:

**F count > F table , then  $H_0$  rejected , $H_1$  be accepted**

$p\text{-value} < \alpha$  then  $H_0$  rejected, dan  $H_1$  be accepted. F count : 74,076 > F table : 3,93 on  $\alpha = 5\%$ , then the decision is  $H_0$  rejected, that is, there is an influence of hedonic lifestyle exposure on Instagram on the dissonance level of digital natives. Thus, it can be stated that there is a significant influence of exposure to a hedonic lifestyle on Instagram on the level of digital native dissonance.

#### 4.4. Discussion

Based on the title used in this research that is, "The Influence of Hedonic Lifestyle Exposure on Instagram Against Native Digital Dissonance Levels (Quantitative Explanative Study of Budi Mulia High School)", researchers wanted to find out the extent of the influence of Hedonic Lifestyle Exposure on Instagram Against Dissonance Rates of People Digital Native.

Hypodermic Needle is a communication theory that emphasizes how messages can provide strong, spontaneous, automatic and reflective responses. This Hypodermic Needle has a Stimulus-Response relationship when digital native gets exposed to hedonic lifestyle messages on Instagram through visual form, it can cause affective responses in the form of dissonance. This level of dissonance is the effect of messages from Instagram media in the form of discomfort in digital natives.

It can be seen from the results of the questionnaire data distribution that showed that out of 114 respondents, 79% of respondents were 16-year-old students, 18.4% of respondents were 17-year-old students, 2.6% of respondents were 15-year-old students. Also, 42.5% of respondents agreed to use Instagram for 5 hours, 29.2% strongly agreed to use Instagram for 5 hours and 28.3% of respondents were neutral using Instagram for 5 hours a day. All respondents in this study are very appropriate to be the object of research because of the characteristics of respondents who are digital natives, where they are the target of active social media users who are affected by dissonance from the high exposure to hedonic lifestyle on Instagram.

Based on the results of the statistical analysis of the Product Moment Correlation Coefficient Test for the influence of hedonic lifestyle exposure on Instagram on the level of digital native dissonance obtained a value of 0.631 including the strong category. So that the relationship between hedonic lifestyle exposure on Instagram to the level of digital native dissonance has a strong relationship. The exposure of the hedonist lifestyle on Instagram can have an impact on digital natives.

From the ANOVA or F-test calculation results, there is a calculated F value of 74.076. The probability value (sig) is  $0,000 < 74,076$ . Then the simple linear regression model is accepted or it can be concluded that the simple linear regression equation  $Y = a + bx$  can already be accounted for. Thus it can be stated that the independent variable (exposure to the hedonic lifestyle on Instagram) can significantly influence the dependent variable (the level of the dissonance of digital native people). This shows that

exposure to the hedonic lifestyle on Instagram affects the dissonance of digital natives.

From the simple linear regression equation  $Y = (-2.044 + 0.392)$  it can be interpreted that with every change of one hedonic lifestyle exposure unit (X) there will be a decrease of 0.392 dissonance rate units (Y) in line with a constant of -2.044.

According on testing using the F test results obtained F count:  $74,076 > F$  table: 3.93 and at  $\alpha = 5\%$ , the decision is  $H_0$  rejected, then  $H_1$  is accepted. Thus, it can be stated that there is a significant influence of exposure to a hedonic lifestyle on Instagram on the level of digital native dissonance.

## V. CONCLUSION

Based on the results of research on the effect of hedonic lifestyle exposure on Instagram on the level of digital native dissonance can be concluded:

1. The influence of Hedonic Lifestyle Exposure on Instagram on the Digital Native Dissonance Rate of 39.8%, while the remaining 60.2% is influenced by other factors not examined.
2. Based on the results of the analysis of correlation coefficient (R) test results obtained by 0.631 or 63.1%. This shows that there is a strong relationship between the variable Hedonistic Lifestyle Exposure on Instagram with the Dissonance Rate of the Native Digital.
3. Based on the hypothesis test (F test) on the Figure 4, Anova obtained Hedonic Lifestyle Exposure variable on Instagram sig value of 0,000, then compared with a probability of 0.05, F count:  $74.076 > F$  table: 3.93 and at  $\alpha = 5\%$ , then the decision was that  $H_0$  was rejected, that is, there was an influence of the hedonic lifestyle exposure on Instagram on the level of digital native dissonance. Thus, it can be stated that there is a significant influence of exposure to a hedonic lifestyle on Instagram on the level of digital native dissonance.

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