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by Farida Nurfalah

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STUDENTS' SELF IDENTITY MODEL ON SOCIAL MEDIA INSTAGRAM : A CASE OF SWADAYA GUNUNG JATI UNIVERSITY, CIREBON WEST JAVA, INDONESIA

ABSTRACT

The presence of Instagram social media provides a space for communication and interaction in cyberspace so that the main problem is that students will make all kinds of ways to maintain their existence in their environment. The objectives of the research are; 1. To find the self-identity of students using Instagram, 2. To see students' self-activity on Instagram social media, 3. To find the hierarchy of Student identity in Instagram social media, 4. To find models of Student self-identity in Instagram social media. Research method used is a qualitative descriptive approach with the constructivism paradigm by using a phenomenological research design with 12 informants with data analysis describing finding the statement statement then grouped into a meaningful unit that reflects his thinking using imaginative variations then constructs all explanations of the meaning and essence of his experience. The results of the study found that adolescent Instagram users actively construct themselves which are displayed as student self-identities includes display, realization and agent, the hierarchy of student identity on Instagram, through support, in the form of likes, comments and mentions. Self-commitment to identity is accepted as a reinforcement of their identity and becomes their self-concept. Users are also recognized for their identity in organizations, the hobby community, and academics Students' self-identity models in Instagram social media that occur by being introduced and reinforced by their self-concept. The function of social media is used for positive things related to the development of adolescent self-identity among students as late adolescents who have a firm stand within reasonable limits so that the term "narcissistic" culture is not high but becomes the successor of a nation with high integrity and also happens to students in other universities.

Keywords: Self-Identity Model, Instagram Social Media

I. BACKGROUND

The digital world is something that can make it easier for the world's people to interact, among others, with the existence of Instagram which is in great demand among teenagers, a medium that can be used to publish content in making status updates, uploading photos or making notes about themselves showing their daily activities, such as The activities of adolescents who are currently undergoing their activities are then displayed in status updates and photos and also include the location of the place, so that it can be seen by their network friends as an interesting phenomenon. (Junaedi, 2011: 117)

The use of Instagram social media in individuals makes another choice to understand their identity, it can be seen that the phenomenon of showing and sharing anything about themselves on Instagram the more often they update their status and post their photos to make them more known, even status and photos on Instagram make them even more fond of it. with the aim that every event can be documented.

Gunung Jati Swadaya University is one of the universities which is strategically located in the urban center and is the oldest university in Cirebon region which consists of 7 (seven) Faculties that have graduated thousands of alumni, with an average of three thousand students from various faculties applying character education for students. The results of research conducted by Nurfalah., Farida and Kurniawati., Indah (2015: 158) are related to the implementation of the character education model in UGJ. Self-identity can be built through character that is applied to every aspect of education. A person's identity is more determined by an action and the character of that person. Thus, students are able to think carefully and mature in responding to various things in him. Integrity can also be linked to the development of a personality based on professional ethics and keeping away from unfavorable environments.

As for development communication model in education in the character of national integrity in UGJ students, in the form of behavior and tolerance between races, ethnicities, religions, opinions, attitudes, developing habits, as well as actions on other people that are different from developing attitudes and independent behavior that does not always rely the other people in disciplin and daily life, as well as in developing attitudes and actions that show cooperation, pleasure, socializing or cooperating with others as well.

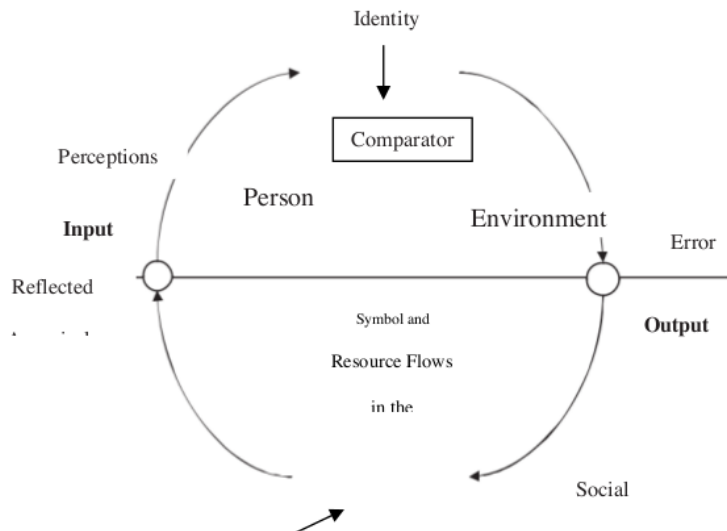
As students, UGJ students cannot be separated from following the times, one of which is the use of Instagram social media. Student enthusiasm in using Instagram can be seen with the number of group accounts ranging from University Groups, Faculties, and several Student Associations such as data for May 2018, there is unswagati_cirebon with 1197 followers and 252 posts, Himakom_Unswagati with 331 followers with 132 posts, cantik.unswagati with 8456 followers and as many as 345 posts and others with lots of posts and mutual follow-back both among students between Faculties, and Universities, and even with their lecturers.

Swadaya Gunung Jati University is in the midst of a plural Cirebon community that has its own language, cultural values, and character which characterizes the Cirebon people, as revealed Noer (2007: 9) identifies the values and character of society in the life of the Cirebon people. who are relaxed and open to anyone, then they also have characters that are straightforward or honest, like to stay in touch, tolerate, and be religious. Another character from the Cirebon Society also has a straightforward, responsive, and creative nature in making updates, especially in language.

II. LITERATURE

THE SELF-IDENTITY MODEL

The self-identity model in online social media is formed from self-presentation in the communication process that occurs. The development of the cyber world can offer users a place to be able to interact with the wider social environment without being obstructed by distance and time to anyone. The identity contains any of meanings that can be viewed to define the character of the identity. A student is characterized by the identity of his student in a collection of different meanings. The four main components of the identity process are organized in a control system that operates to control the input to the system. Perception is very important in the identity process as described in Figure 1 :



Picture 2.1. Identity Model (Burke, Peter., J and Stets., Jan E., 2009 : 62)

Perception will tell about what's going on around us, tries to control in our environment, tries to try social objects and physical, and tries to interact with other people by using words to communicate with other people, but ¹ a little thought can convince us that we know these things because we see them, we hear them, and we feel them.

Social media can make it easier for users to communicate. The emergence of social media is part of the media correlation in the digital era that can change a person's lifestyle and perceptions. Social networking sites are the ³ media used to publish any content, like as profiles, various activities and even user opinions, as well as a medium that provides space for communication and interaction in social networks in cyberspace. (Nasrullah, 2017: 51).

Output is the ¹ last component of the identity system to the situation or environment in the form of behavior in that situation and is ¹ part of the identity process. all three aspects of the description warrant comment. First, dealing with a continuous cycle that never ends. Second, it deals with meaning as a signal flowing through a cycle. Third, the cycle or circle of meaning is regulated as a control system. (Burke, Peter., J and Stets., Jan E ..., 2009: 62)

The theory of self (Harre, Rom, 1979) which is followed (Morissan et al, 2009: 77 - 78) has three dimensions, namely the first dimension in the form of display, realization, and agent. Actions taken by someone are an active element such as uploading a photo or video, commenting on Instagram social media, which is a form of the active element of the user, so that it can guide Instagram users to shape their self-concept in the cyber world such as users getting good or vice versa responses from the media environment Social Instagram is in the form of likes or comments from other users which in the end users will get a picture of themselves, while actions that are not taken by someone are a passive element.

When entering the virtual world on Instagram social media, sometimes users involve openness in their identity as well as directing how Instagram users identify and construct themselves in the virtual world. Users build networks, make friends, then express their feelings virtually in the communication process that occurs, given that Instagram has features that are able to facilitate its users in constructing themselves in the virtual world.

Instagram Part of Social Media

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This research uses identity theory and social media so that the research journals are collected with the theory and application. The 5 research journals related to this research are as follows :

1. Ayu, Astari and Catur Nugroho, (2018 : 1), "Instagram has a role in motivating purchases in relation to online shopping activities with the presence of hedonistic desires, self-esteem needs and self-actualization. Researchers also found a shift in the consumer's perspective of the product, that is, consumers not only see the function as a need, but also see it as a means of fulfilling self-fulfillment and self-actualization.
2. Prabowo, Agung and Arofah, Kurnia., (2017 : 206), "There is no significant difference between the knowledge before receiving messages about digital TV and after receiving messages via Instagram. The emphasis of this research occurs in community acculturation in the virtual world of online communities and in the real world (Offline).
3. Abraham, Firda Zulivia., (2014 : 171), "Online media (social media) can provide several benefits, including making it a meeting place for individuals who have the same interests, increasing knowledge and increasing relationships. In addition, social interactions that occur on social media include adding friends / relations, seeking information, communicating and buying and selling online.
4. Mercer, Jonathan., (1995 : 229), "Identity created, not given. " We cannot used the a priori assumption of state egoism about the process of shaping self-identity and introduce three approaches using social identity theory to say that relations between states are inherently competitive. Thus, what characterizes international politics is for reasons that are cognitive and motivated, not structural or social, competitive, or that can be cooperative or coercive too.

5. Byrne, Platow, M., and Ryan, M, (2005 : 559), "Many people consider their social and personal identities broken down on the ² Social and Personal Identity (SIPI) scale to distinguish between the levels of interpersonal self that distinguish individuals as unique from others, and levels of self-social identity. Individuals are identified by their group membership. In contrast to the perspective that emphasizes context-dependent self-conceptions, ² our measure is designed to capture individual differences in participants' readiness to categorize themselves using groups and personal self-categories as measured by level of importance. ² Factor and reliability analysis supports scale stability as a two-factor structure with high internal consistency, and these factors are simply correlated. The results of the six studies reinforce the scale criteria and establish validity.

CONCEPTUAL FRAMEWORK

The self-identity model in online social media is formed from self-presentation in the communication process that occurs. The phenomenon of social networking among college students is an important element because almost every young person has an account on social networking sites, including Instagram. Vulnerability of age in adolescents is divided into three, namely: early adolescence between 12-15 years, middle adolescence between 15-18 years, late adolescence between 18-21 years, so that at the age of 18-24 years it is included in the adolescent category. end. Late adolescence is classified as a stable age, has a stand and has realized the purpose of his life and can determine the things he wants to do and the positive and negative impacts of these actions for him. (Desmita, 2017: 54)

The development of the cyber world can offer users a place to be able to interact with the wider social environment without being obstructed by distance and time to anyone, one of which is through the social media Instagram which then encourages someone to construct their identity online. Instagram users can freely present themselves on their Instagram social media accounts, and can present themselves as best as possible according to what is expected to be judged by people around them who tend to encourage Instagram users to shape themselves. However, in shaping the identity of each individual, it is influenced by how the life experiences, self-confidence, and mindset of each user are different.

Many problems in the personal life of students that often occur due to status or posts on social networks because the communication that occurs between fellow students is often more intense through Instagram social media.

In the identity model, perception is compared with the identity standard in order to match the perception with the standard of self-identity which is an input for identity, especially regarding the meaning in situations that are relevant to identity. The meaning that is relevant to identity is meant as a response to those in a situation characterized as being "marked" as identity.

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To better understand the process of identity formation, one needs to distinguish a separate hierarchical aspect of the role of identity which is called the hierarchy of excellence (McCall and Simons, 1978), as follows:

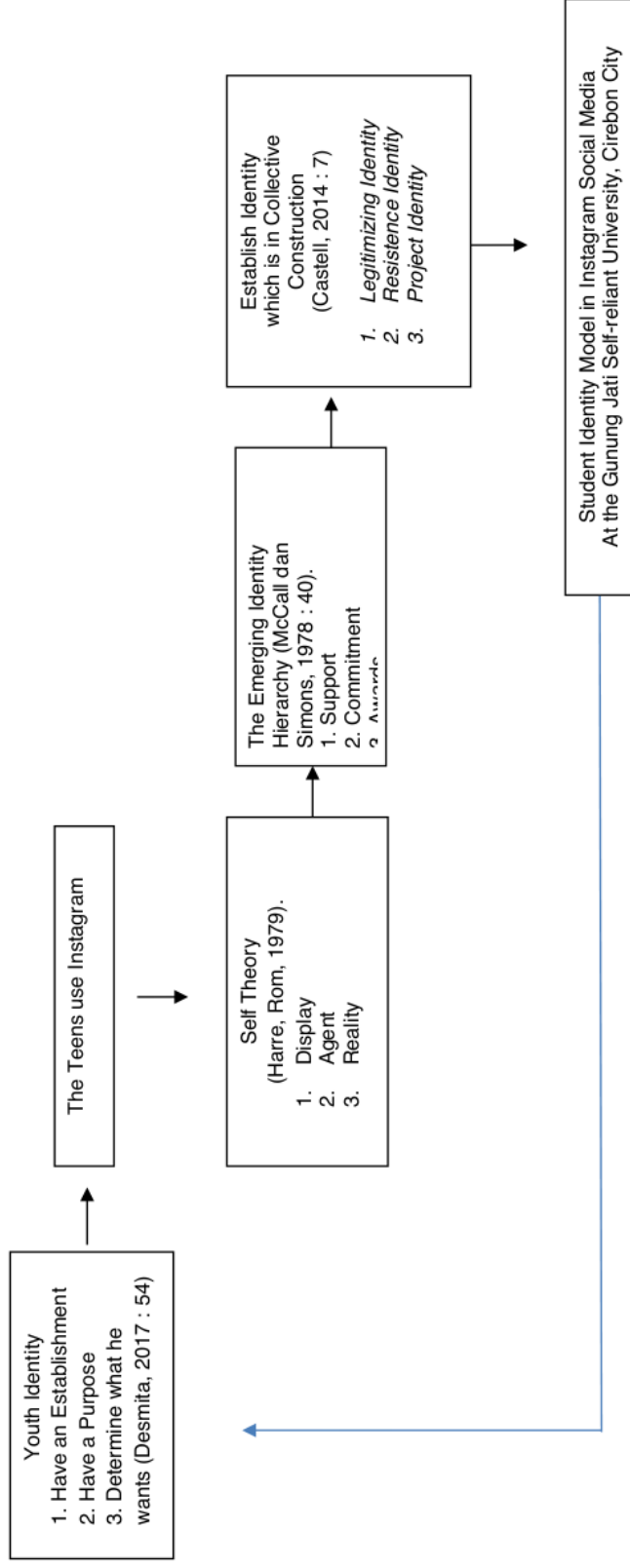
¹ Where an identity appears in the prominence hierarchy depends upon several factors.

1. How much individuals get support for the identity they are claiming in a situation.
- ¹ 2. How committed individuals are to the role identity
- ¹ 3. How the rewards individuals receive from the identity, both extrinsic and intrinsic "(McCall and Simons, 1978: 40).

Then Castells offers his thoughts on the three forms of identity, each understanding of that identity which brings different input from one type to another. Castells (2010) states that legitimizing identity which causes the formation of a personal identity can be recognized as part of a group's identity, resistance identity that not all social actors in the search for self-identity are recognized by a group because a group will evaluate and determine that social actors can be recognized. ssebagai part of the group or not, the Project Identity of social actors in the search for identity is trying in such a way as to form a new identity with various efforts they have. " Gunung Jati Swadaya University is one of the universities that applies a character education model. The character education model is in the book "Character education model at Unswagati" (2011: 34), namely by applying the cultural characteristics of the five pillars of Unswagati, especially in the components of General Basic Courses (MKDU) including Islamic religious education, Indonesian Language, Pancasila and Citizenship, and Entrepreneurship. .

Swadaya Gunung Jati University is located in the midst of the Cirebon community, which has its own language, cultural values, and character which characterize the Cirebon people. Community leaders Noer, (2007: 9) identify the character of the community and the values of the Cirebon community, including being relaxed, straightforward / honest, open to anyone, loving, tolerant, and religious. Cirebon people also have a straightforward, responsive, and creative character in making updates, especially in language.

Based on these things, the framework for the student's self-identity model in social media Instagram at Swadaya Gunung Jati University, Cirebon City can be explained in the following image process:



III. RESEARCH METHODOLOGY

The research method used is a phenomenological qualitative approach with a research paradigm using the constructivism paradigm (Slavin, 1994: 225) with 12 informants to minimize sample bias by selecting informants based on their criteria for being active on Instagram social media so that researchers were sure to get correct and complete data covering the main groups by Indrawati (2018: 307) with using data analysis describing finding the statement then grouped into a meaningful unit that reflects his thinking using imaginative variations then constructs all explanations of the meaning and essence of his experience.

IV. RESULTS AND DISCUSSION

The status on the Profile describes the mood and condition they are experiencing is also one of the best parts of the photo, so it is used as a profile photo. Profiles can also describe characters because based on the statements between them, profile photos are made as general as possible with the nuances as they are. Informant profile or snapgram status, usually filled with content of daily activities and information related to all of knowledge as public share. Profile status is one that is personal, motivates people, shares information that is owned, it is important to share thoughts, although there are still those who argue that profile status has no meaning, it is just for fun and exports a natural face.

Instant story impressions, of course, can provide a stimulus, because they get more information if the activity is positive, knowing what they didn't know before, there is a sense of desire and curiosity, spurring the spirit of motivation to become a successful person or be more diligent in achieving certain things and can raises the perception of his identity.

Various photos of informants that are often uploaded, such as personal photos and friends of their friends who are considered important and valuable to Instagram users. Photos of work, business photos, photos of activities (organization, traveling, coffee), and selfies, as well as scenery or tours and food. Just a collection and at the same time share experiences. Photos that have good stories and quality are also often uploaded on Instagram, so that Instagram is an application that holds photos that can be seen by other people and most of them are photos of the informants' own work.

The student profile display of Instagram users at the Gunung Jati Swadaya University shows a character identity, not much different from his identity as a student with a positive self-character, and is known for his existence in cyberspace and becomes more confident, one of which is on Instagram social media with the aim of uploading Photos and Captions on Instagram are very diverse, such as photos that are uploaded to the best photos, can share information and are easy to recognize and adjust photos with wise sentences or funny sentences, explain feelings at that time, social and business, sometimes about life, love , longing, nature, describes the mood that is being experienced, as well as about friendship, even the value of life, as well as passion and struggle.

In addition to displaying a profile, they also display a Status Profile with the meaning of a certain Status Profile which includes mood and conditions experienced as a daily activity, sharing information and motivation with fellow users. The photos that are often uploaded include photos that have stories and good quality about personal photos and friends who are considered important and valuable, photos of work, photos of business, photos of activities (organization, traveling, coffee), and selfie, as well as sights or tours and food. Of course, instant story impressions can provide a stimulus in the formation of self-identity.

The Instagram camera is often used by informants for various activities including informants used for snapgrams, uploading stories, Boomerang and other activities. The photo filter activity was carried out by the informant to beautify photos, beautify photos, make them more pleasing to the eye, so that the appearance of photos on Instagram looks more attractive and neat, unique, sharpens the atmosphere, produces good images, the photos exposed have the best quality, are brighter or give effect new.

Some informants do not use the arroba facility, some also use the "@" arroba so that they can offend other users in the photo title as well as in the comments section. Users can offend other users by entering the Instagram account of other users or as a response to be known by users who comment on User posts.

The informants who used their Photo label had the excuse to let people know about it and easily find it, and so that it could be seen clearly. They share social activities on their Instagram account when they are with their friends, to fill in activities on snapgram, share goodness information and to motivate each other, even memories and experiences.

Comments from Followers vary, such as praise, an expression of distrust and clarification, enthusiasm and support, adulation about photos or questions from photo posts, appreciating the informant's interest, acquaintances or just saying hello.

Social media is widely used by teenagers, in this case, Gunung Jati Swadaya University students who are in Cirebon to share about organization, education, general information so that they can gain more insight.

Interaction on social media is of course due to mutual followers and fellow users. As for the presence of followers for them, the following is the informant's statement:

Thus, the presence of Followers for Informants can enliven their Instagram account and can even show a person's popularity value, so that Instagram social media provides motivation for fellow users.

The closeness of followers and account owners are close friends between them, they already know each other, motivating themselves as social media users so that they are comfortable interacting with them as Instagram social media users.

Thus, users know the content and social position and lifestyle of other users from their appearance on Instagram. They can see each other's existence, popularity, openness, self-identity, even as a place for friendship between them.

In addition to posting and status updates, they also like to comment on other users in the form of motivation, wishes or hopes, jokes, and praise, even though there are also those who are passive about giving comments to fellow Instagram users, while the Exact students of the Agricultural and Engineering study program are passive in giving comments . In addition, they also often provide emojis which the majority of them give in likes (❤️) form. Other emoji responses to followers that were received, such as smiling face emoji with heart eyes (😍) showing something he really likes or is interested in someone's appearance or style, dark red heart emoji (❤️) as a form of expression of love or likes to emphasize the impression of liking a person sentence. The blue heart emoji (💙) depicts feelings of love giving an impression of serenity, wisdom, trust and loyalty. In addition, the informant also provides face emojis from laughing to tears (😂) to express something funny and fun. The grinning face emoji (😄) displays wide open eyes, smiling mouth, upper teeth clearly representing positive feelings such as, pleasure, satisfaction, or encouragement known

as friendly smile, happy laughter. The face emoji with wide teeth (😬) symbolizes feelings of being awkward, embarrassed, and groggy (awkward). Emoji (😓) crying face means sadness, feeling hurt, or disappointed which can be said to be lighter considering that only one eye is shedding tears.
<https://emoticon.id/kategory/objek/>

Applause (👏) wants to show something well to convey pride to Followers. Calm Face (😏) to show feelings of confidence, carefreeness, and something out of the ordinary. The smiling and sweating face, the wider eyes represent a happier feeling (😂) something so funny that it causes you to sweat out of laughter. Emoji Content Smile (😊) praises Followers for heartfelt writing. The perfect smile, with a blush on both cheeks, is also one of the most used emojis in the world. Blow a kiss (😘) to show affection for the other person. (😟) The worried face emoji actually shows a worrying expression when you hear bad news.

<https://androbuntu.com/2017/10/03/arti-emoji/>

The emojis they make show their closeness and care for their followers in a positive way. Mentions The feature is of little use and is only for mentioning Followers who have commented on the comments of the account owner's posts.

They respond to comments from Followers starting from simple words and emojis, and even become a place to chat among their fellow followers and ask to follow each other. Most of the emoticons they receive are in the form of Love (❤️). The response of other non-verbal emoji from followers who received a smiling face emoji with the eyes of the heart (😍) shows something he really likes or uses by the informant when he is happy or interested in someone's appearance or style, laughing, smiling with his mouth open (😄) means a happy, excited smile, expressing a natural sense of pleasure. Those wider eyes represent a happier feeling (😂) something so funny that it causes you to sweat out of laughter. The shy smiley emoji with heart (💗) means feeling loved, cared for, or falling in love. Specifically, this emoji has to do with emotions love and is often used when communicating with partners. Emoji kissing with heart (💋) to show affection for the other person. The face emoji with wide teeth (😬) symbolizes feelings of being awkward, embarrassed, and groggy (awkward). On some platforms, this emoji shows teeth wide open and eyes slightly bulging in an expression of shock. The rolling laughing face emoji (😂) depicts a hysterical laugh feeling very funny about something. Calm Face (😏) to show feelings of confidence, carefreeness, and

something out of the ordinary. The emojis they make show their closeness and care for their followers in a positive way. Mentions The feature is of little use and is only for mentioning Followers who have commented on the comments of the account owner's posts.

Thumbs up emoji (👍) Thumbs up emoji means you like something that is said by your chat opponent or wish he could do his best. Smiling Satisfied (😊) the satisfied smile emoji is an emoji that expresses something that has touched the heart. The perfect smile to humbly respond to pleasure.

<https://jalantikus.com/tips/arti-sAll-emoji/>

The non-verbal emoji facility Two hearts emoji (💕) are generally defined as the same feeling of love, or in everyday language it is often called "one heart". Another meaning that is also commonly used is the term "love is in the air" which means a feeling of love that is so strong and as if it comes out of a person, flies into the air. There were also informants who gave emojis in their Followers comments column with the fire emoji (🔥), which is commonly used for various metaphorical expressions related to the slang "interesting" and lit up "very well". <https://emojipedia.org/smiling-face-with-open-mouth-and-cold-sweat/>

Those are the emoji forms that are given to followers and they cannot respond to what they receive because the service facility with a different comment column. They cannot respond to what they receive in the form of emoticons because the service facilities from Instagram are inadequate.

4.3. Student Identity Hierarchy on Social Media Instagram at Gunung Jati Swadaya University, Cirebon City

Likes are very useful for informants, because according to Informana the more "likes" the more we like our followers. Likes means a good response, the more "likes" means the more people who like our posts, as a motivation boost, other people like it, as a sign that someone has seen the photo, because it also shows his existence.

Followers "Likes" can generate ideas, because the more "likes" we are challenged to make photo posts that are much better than before. These likes describe photos that followers like because certain comments often lead to new inspiration for ideas about the next photo upload.

Comments can be a reference for self-identity. Followers sometimes provide criticism and suggestions through the comments column, so that it can fix existing deficiencies, although sometimes annoying,

sometimes it is really needed, so it is an evaluation to be able to build self-confidence and fix themselves as if there is concern or curiosity about Instagram posts.

Mention of the features of the followers given to the informant. so that Followers want to get a response from the account owner and their activities are known as a form of recognition to the informant of his existence. Mentions obtained from Followers such as informants who are hobby dancers get mentions from followers of fellow dancers, mention of documentation in recovery activities located in the laboratory, congratulatory mentions for the titles obtained at UGJ, motivating and reminding each other and gratitude to the account owner as a form concern

Followers often provide self-identities in accordance with the informants' identities because they have personal thoughts and they do too know directly, while Followers provide self-identity that is not in accordance with self-identity does not happen because the informant represents his own identity, becomes his previous self, remains consistent with his own identity, even the informant said:

The same is the case with the following informant's statement :

Self-commitment to the identity received and / or given by the group. Informants commit themselves to sorting out which one is better, so that the group confirms the identity of teenagers using Instagram. The self will associate it self with people who he thinks are same to him, and will label to them as "in the group", while people who are not of the group will be labeled as people "outside the group." Abrams etc (1988 : 171) "while creating a sense of belonging, self-categorization and self-comparison can also create" other "concepts that will be used in enhancing the process of forming group identity.

Basically everyone wants an award, its existence is recognized by the environment, as well as their informants get awards from fellow Instagram users with their recognition of identity in organizations such as hobbies, formal education, by obeying the existing rules in the organization, as stated by the informant. the following:

After obtaining recognition of their identity, there are several activities carried out on social media to strengthen the informant's self-identity, namely through discussion and reading, following accounts with the same hobbies, finding out more about interests, not sorting friends, strengthening personal branding,

looking for new things related to the interests and interests of informants, upgrading skills, posting photos and videos, looking for positives from the artist's Instagram account, sharing, discussions by doing positive things, selfies, making videos and so on, there are even The informant said that he carried out organizational advocacy, carried out healthy habits in sports, travel, snapgrams and IG feeds, did training in honing his talents, while the informant's self-identity in an Instagram group, such as class groups, work groups in organizations, work groups in lectures such as KKN, hobby groups and there are also independent informants.

4.4. Student Identity Model on Social Media Instagram at the Gunung Jati Self-reliant University, Cirebon City

Self-identity is introduced and obtained by creating it yourself, because the identity is automatically known to the followers. Informants know more about themselves where their talents and interests and abilities can form their own identity. Self-identity is created by oneself not from others, although it can also be introduced by friends to followers.

Identity creates a picture of a person, one of which is in the form of physical appearance, the language used, assessments given from followers and other perceptual factors, in the form of activities carried out all of which are carried out to construct their identity. Thus the research findings entitled "self-identity models

They can interact harmoniously with fellow users by posting on social media Instagram about their identity in the form of displays, agents, and their realization so that they get support in the form of non-verbal communication such as giving emojis like, love, etc. and support each other by giving comments on each post, so that the process of their self-identity based on the informant's self-concept is strengthened or adds to the discovery of their self-identity, commitment to the self-concept of self-identity and respect from fellow Instagram users who in the end their identity is created by him, which in the end UGJ Student Identity in Instagram Social Media which was originally a theory from Desmita, 2017 includes having a goal, having an establishment, and having a desire when using their Instagram social media Character and self-existence which in the end is the student's self identity after receiving support , commitment and appreciation include Have Purpose, Have Establishment, Have Desire, Character, Self Existence, and Confidence

The novelty in this research is that "Teenagers who use Instagram social media are actively taking action to construct themselves, based on what they want to show as a student identity which includes having a goal, having an establishment, having a desire, character, self-existence, and self-confidence.

As for what distinguishes the results of the study from other research, that in the study of student self-identity in Instagram social media at Swadaya Gunung Jati University, Cirebon City reaffirms that their identity is more dominant than the help of others, they are committed to the self-concept of their identity because of the response from fellow users. This also strengthens or supports their self-identity that they display on Instagram media as well as awards from Followers which in the end informants become more confident in their self-identity which they make as a self-concept.

The strength of this research is that adolescents, in this case students follow the times by interacting online, they are in search of their own identity, one of which is through social media Instagram, which has positive support for their self-concept of the self-identity they create, so that in addition to their general identity according to Desmita (2017: 190) it was also found that in using social media Instagram their identity had a character and existence and were more confident.

Through Instagram social media as a medium for interacting with other users both verbally and non-verbally, meaning emerges from the interactions that occur on Instagram social media. Instagram also has a feature with various facilities for its users to interact with fellow users in the form of photos, giving or giving likes, getting comments or giving comments, posting videos or viewing videos, or messages that are sent in the form of direct messages. All these activities are interpreted by fellow Instagram users after interactions with other users. Instagram users uploading photos or videos to their own account is a form of interaction from other users in the form of comments or likes which are then interpreted by fellow users as a form of concern, sympathy, empathy, or other users' interest in what has been uploaded by himself, moreover adolescents in the condition of the self-search stage will consider the interactions received in their social media to be a form of community acceptance of themselves, then they can motivate the teenager to construct himself to get attention, attract sympathy, and get the expected assessment of his fellow users. on social media.

V. CONCLUSION

1. Student identity in Instagram social media at Swadaya Gunung Jati University, Cirebon City, that teenagers' self-identity has the principle of being a strong and gendered person who wants to be respected and respected. Purpose To be a better person is beneficial to others, with self-branding, eye-catching, good looking, to be a strong and opinionated person, and to become someone who has values and skills so that later he can be useful in society.
2. The hierarchy of student identity in Instagram social media for students at Gunung Jati University, Cirebon City, is very useful support, such as in the form of non-verbal communication and Followers comments. The more likes means that more people like the Informant's posts, making judgments and considerations of the response of followers rarely because Followers often provide their own identity according to the identity they make themselves in the upload display on Instagram.
3. Students' self-identity models in Instagram social media at Swadaya Gunung Jati University, Cirebon City, are introduced and reinforced by their self-concept.

VI. SUGGESTION

1. The identity of late adolescents can be expected as a young generation who has potential and has a positive stance because as the nation's next generation, therefore it is better if at the University there is a rule or decree regarding indicators of positive or character student identity in using the media. social skills such as what has been made by UGJ in the Strategy of a student-centered national character education model in the form of a book entitled "Character Education Model in Unswagati" published in 2011.
2. Student self-activity in social media Instagram should maintain the integrity of teenagers as Indonesian citizens based on their respective faiths or religions in display, agent and realization of their relationship in curiosity and a strong desire to explore the achievement of self-identity which is very high within limits It is natural that there is no cultural term highly "narcissistic" to avoid the development of a bad personality. The function of social media should be for positive things related to the development of adolescent self-identity, in this case among students as late teens who have a firm stand.

3. The hierarchy of student identity in Instagram social media in Universitas Swadaya Gunung Jati,, they get from support, commitment and appreciation by confirming their self-identity which they make as a self-concept, hoping to be a good example and motivate other users to become the next generation nation with high integrity.
4. Student's self-identity model in Instagram social media in Universitas Swadaya Gunung Jati,which is formed based on legitimated identity by creating a student identity in Instagram social media that has a purpose, has an establishment, has a desire, character, self-existence, self-confidence can be also occurred in Students in other universities.

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