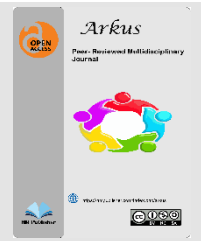




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Influence of Social Media on Student Lifestyle in Metro City

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ABSTRACT

Social media is a medium that allows users to do social activities virtually with each other through the internet network. The use of social media is mainly used to show excessive self-existence that affects the perspective, lifestyle, and culture of a nation. Social media for IAIN Metro students is essential not only to get exciting information but also to become a lifestyle. This study aims to determine and describe the influence of social media on the lifestyle of IAIN Metro students. Researchers' research method is a type of field research (field research), qualitative descriptive. The data sources that researchers use are primary data sources and secondary data sources. Primary data sources were obtained from IAIN Metro students. Secondary data sources are obtained from books, the internet, and other literature. Methods of data collection, researchers used interviews, observation, and documentation. The researcher's data analysis method is data reduction, presenting data, and concluding data and verification. The results showed that IAIN Metro students used social media such as Instagram, WhatsApp, and Facebook. Social media has become a lifestyle for IAIN Metro students. The influence of social media on the lifestyle of IAIN Metro students has both positive and negative impacts. Judging from the aspect, the behavior of IAIN Metro students is included in impulsive buying because it is based on a sudden desire for a moment. Islam recommends a fair and balanced pattern of consumption and use of wealth, not being stingy and not being extravagant.

1. Introduction

The internet is a product of technology that is widely used by the community. As a product of technology, the internet can give rise to new social interactions that are different from previous social interactions. If people interacted face-to-face communication in the past, nowadays people interact in cyberspace or through online social interactions.¹ Friend in social networks also seems closer and honest than our neighbors. People then become so obsessed with cyberspace and withdraw from their social environment. This gives rise to various personality disorders such as aloofness and anti-

social tendencies, which tend to be insensitive to people around, individualistic, and others.²

The use of the internet has recently experienced very rapid development. Internet media is no longer just a medium of communication but also an inseparable part of business, industry, education, and social interaction, especially on social media, which is growing very fast. Social media that is rife in recent times, such as Facebook, Twitter, Instagram, Youtube, and WhatsApp, are new media technology products that many people currently favor. The use of social media is currently more used to show



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excessive self-existence so that sometimes there is no boundary between real life and life in cyberspace. Social media can now be used even further. Not only to provide news about whereabouts, more than that but social media can also now be used as a substitute for our lives in cyberspace. Such as sending messages, commenting on other people's messages, making more friends, looking for a partner, sending photos, and a space to exchange opinions.

Access to media has become one of the primary needs of everyone due to the need for information, entertainment, education, and access to knowledge from different parts of the world. Advances in technology and information as well as increasingly sophisticated devices produced by industry, such as bringing the world in the palm of your hand.³

Advances in technology and the flow of information make Indonesian people more open to global knowledge. It is undeniable that the development of the media also plays an active role in changing one's lifestyle, both electronic, print, and online media. Judging from today's modern era, social media is not just a medium of communication but has become part of the human lifestyle, especially the young group of students. In every life, we already know what is called a lifestyle; a lifestyle is always there and practiced by humans around it. Lifestyle has also become a role model for people who know him, because that way will show the way of life they want, according to their needs without having to think about other people, the fun of lifestyle can also be felt by some students who still see style trends live now or in the future, which is better known as the modern lifestyle.

Lifestyle is also very closely related to the development of the times and technology. The expected lifestyle describes that students are a group of young people who fill their time by learning to increase their knowledge, skills, expertise, and fill

their activities with various kinds of essential activities to have a positive impact on their lives. Orientation to the future as human beings who are beneficial to society and the nation. By participating in various campus activities, being active in class, and terms of organization.

Reasoning with the development of existing social media, not choosing satisfaction but needs. They are not tempted by the growing influence out there because he remains focused on his studies. The influx of consumptive behavior brings changes to student lifestyles. The consumptive behavior of students who get used to it gradually becomes a habit that makes it a lifestyle.⁵⁻¹⁰ This brings students into actions that are concerned with their external appearance, their self-esteem, and how to keep up with developments in the surrounding environment so that they are equal, this habit makes it difficult for them to behave. At first, students are expected to be able to act rationally in responding to existing developments. Making students no longer oriented to the future, instead oriented to the lifestyle they live in the present.

Based on the observations, the campus should be a place for students to gain knowledge, exchange ideas, socialize with fellow students. However, what is seen is that the campus is used as a place to show off their appearance and lifestyle. So that when many students adopt a consumptive lifestyle, campus life is increasingly unclear. Students who have the ability in terms of finance become easily influenced to fulfill this consumptive lifestyle. Students will be considered following the times if they have bought and used goods with well-known brands, no longer through achievements. Some other students in the middle economic level also follow a consumptive lifestyle due to social demands. Some students are now only concerned with appearance, prestige, and following the latest style. Student pocket money is more important to buy something they want than buying campus equipment which is more critical to



support the college. Regarding the student's lifestyle as economic actors, prioritizing priority needs not existing in the lecture environment is the right thing.

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2. Methods

This type of research is field research or often known as field research. Field research is research conducted in the field or at the research location, a place was chosen to investigate objective symptoms as they occur at that location. In this study, researchers used three sources of data related to the subject matter to be disclosed: primary data, secondary data, and tertiary data.

The data sources in question are primary data sources are data obtained from the first source, from individuals and groups collected directly by researchers. In this study, researchers obtained primary data sources from IAIN Metro students majoring in Islamic economics class of 2015 and 2016. The data sought from this study were statements or information from informants who had been interviewed. The criteria used to determine the informants are ten students of IAIN Metro majoring in sharia economics class of 2015 and 2016. Other criteria are informants who have accounts on social media and students who are active on social media accounts. The determination of the informants was determined purposively or deliberately with the consideration that the ten selected informants were considered to have been able to fulfill the information needed in this study.

According to S. Nasution, secondary data sources are sources of reading material in the form of personal letters, official documents, books, research results in the form of reports. Secondary data sources are types of data obtained and extracted from a second source. It can also be said that secondary data is used as supporting material for research and research results. This means that researchers from existing data sources obtained this secondary data.

Secondary data can be obtained from various sources such as the Central Bureau of Statistics, documents in reports, literature books, journals, magazines, the internet, and all things related to research.

The process of data analysis in this study, among others, is as follows. Data reduction is a form of analysis that sharpens, categorizes, discards unnecessary data, and organizes data to obtain and verify conclusions. Reducing data means summarizing, choosing the main things, focusing on the critical things, looking for themes and patterns. In this case, when the researcher obtains data from the field in a considerable amount. So it is necessary to analyze the data through data reduction immediately. As for the results of reducing data, researchers have focused on how social media influences the lifestyle of IAIN Metro students.

The next step is to display the data. By displaying data or presenting data, it will be easier to understand what has been understood. In this case, the researcher focuses on the meaning of the influence of social media on the lifestyle of IAIN Metro students. The third step in qualitative analysis is drawing conclusions based on existing data.

3. Results and discussion

Social media consists of two words, namely media and social. Media is a tool, means of communication, intermediary, or liaison—social means relating to society or paying attention to the public interest. So, social media is a medium that allows users to carry out social activities through the internet network without being limited by distance, space, and time. Social media has become something important among students. However, in its use, there are still many students who cannot use social media in its place, which harms their lives. The development of social media dramatically affects a person's lifestyle.

Judging from today's modern era, social media is not just a medium of communication but has become part of the human lifestyle, especially young people



or students. A lifestyle is a collective identity that develops over time, principally how a person spends time and money. The participants of this study are IAIN Metro students to find out how social media affects students' lifestyles. In keeping up with the times, the social media used by IAIN Metro students are Instagram, Twitter, Facebook, and WhatsApp.

In terms of appearance, IAIN Metro students are pretty interesting. An attractive appearance cannot be separated from make-up, beauty treatments, and fashionable clothing models and tend to follow trends. Lifestyle changes in students are closely related to the times and technology because technology and increasingly developing and sophisticated technology will develop and apply lifestyles such as dressing style, speaking style, language style, and consumptive lifestyle in daily life. Change is not only in terms of the consumptive use of branded products. Students also like culinary tours, trying new foods and beverages in Metro City.

Lifestyle reflects the whole person who interacts with the environment. Therefore, it can be concluded that lifestyle is a person's lifestyle expressed in his activities, interests, and opinions in spending his money and how to allocate time like the consumptive pattern that occurs in urban communities among students. The modern lifestyle that has hit college students cannot be separated from the economic conditions of their parents; those who come from and are born from families with symbols of the upper-middle class are given money or receive remittances of around Rp. 1,000,000 – Rp. 1,500,000 per month, on average, but for students who come from middle to lower economic conditions, they receive transfers of around Rp. 500,000 – Rp. 700,000. As the result of an interview with Misela, who said: "I open Instagram, WhatsApp, Facebook every day but YouTube is rare. Yes, on Instagram, YouTube, there are many accounts that we can use, for example, how to wear a simple modern hijab. Then if I was helped by accounts too, so it is easy for us to do anything

because we have Instagram. Yes, basically, Instagram is beneficial. For me, it's natural to follow the lifestyle on social media and that is also good for students so that they are not considered out of date. Every month I am given around IDR 1,000,000-IDR 1,500,000 for my college needs and boarding houses for a month".

Likewise, a student named Rolian said: "If I open WhatsApp and youtube every day, but only for a few hours if Instagram is not every day, I only see hairstyles and men's fashion. I get around Rp. 1,200,000 every month." From the interview results above, it is clear that students with middle and upper economic class parents are not a problem when spending money in the range of one million every month, even though the money is spent to fulfill all desires and spend extravagantly. This situation has consciously opened the way for students to enter the abyss of consumptive behavior with extravagant behavior.

The existence of a new product launched by the company that seems more sophisticated and modern than the previous product, for those with the upper economy class, is not a difficult thing to have. Coupled with the brand that is attached to every product that is born, it creates pride for those who own it. Students who are intellectual beings are also inseparable from this influence, although most of them still depend on their parents for their lives; new products and brands are their life choices. Students' interest in new products and certain brands is based on the desire to try new things, as a place for social symbols, and the need for prestige. As Sri Wahyuni said when interviewed that "If I open Instagram, Facebook, WhatsApp every day, because there I can see modern clothing models and hijab models, I sometimes follow the trend when it comes to hijab, maybe now I will continue to wear the ima veil, There's a lot of floral motif headscarves, right, in the WhatsApp or Instagram group, sometimes I also buy it because many people wear it because the confidence that comes from using new products and



certain brands is non-negotiable. If you get a monthly delivery of Rp. 800,000".

Branded clothing that is used when hanging out with friends can increase self-confidence, we don't feel inferior because the goods used are branded, especially when it is following the times. From the interview results, it is very clear that the steps taken by students to boost their self-confidence when socializing are by using branded goods that, although seem expensive. The modern lifestyle plagues Islamic Economics students cannot be separated from the influence of advertisements displayed by social media.

In today's life, advertisements have persuaded the public, especially students, that life becomes more meaningful if they use and consume the goods and services in question. Malisha Arima, for example, said that: "I use Instagram, Facebook and WhatsApp every day to sell online, with social media it is very beneficial for me to be able to earn extra money because I am given Rp 25,000 per day. I promote my products with attractive advertisements. Because advertisements provide an overview of the understanding of the quality of an item, such as fashion advertisements that directly provide an overview of clothing that is currently trending, as a reference before going to a shopping center, while electronic advertisements provide an overview of quality and price references that match financial conditions."

According to Rida Novita Sari "I use youtube, Facebook, Whatsapp, Instagram, I often upload photos but not every day at least every 3 to 5 days, but if I open social media every day, I look at the modest clothing models but they are fashionable sometimes also see how to wear them. Natural makeup from advertisements is very important because advertisements make them interested in buying the things they want. When they see interesting advertisements, the advertised products are beautiful, which makes them interested in

buying. If every day I am given an allowance of Rp. 30,000 ". The explanation above can be concluded that advertising is a supporting factor for the modern lifestyle adopted by students. All respondents interviewed said that the advertisement illustrates how the world is developing today and positively impacts society who sells online.

The progress of the times in the field of knowledge and technology has had a major influence on the community's economy, marked by the easier it is for people to communicate, so that the fulfillment of their wants and needs is more accessible and more practical, especially considering that today's society is using technology more and more so that a market that can be accessed through an internet appears on a smartphone. With the presence of online buying and selling, it is easier for students to choose and get the items they want, with technical support, one no longer needs to visit shopping centers. Advances in science have had a positive impact: time efficiency; modern humans do not have to be tired looking for the desired item. Only through the cellphone screen can they make transactions, especially online goods are more updated.

A person's lifestyle is determined by each individual and is also determined by the surrounding environment. Their penchant for playing social media gave rise to a new phenomenon that made social media a reference for their lifestyle. Changing lifestyle behavior is a need to increase the prestige of the environment. This shows that social media dramatically affects a person's lifestyle. The negative influence felt in the use of social media among students is dependence, often the emergence of alarming trends that lead to consumptive nature, and when gathered with friends, each individual will be busy with their respective cellphones, causing a lack of interaction. ¹⁶



4. Conclusion

Based on the study results, it can be concluded that social media is a medium that allows users to carry out social activities with each other through the internet network without being limited by distance, space, and time.

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