

***THE PHENOMENON OF INSTAGRAM STORIES FEATURES AS A MEDIUM
FOR STUDENTS' SELF-EXISTENCE***

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ABSTRACT

This research aims to describe the phenomenon of using the Instagram stories feature as a medium for expressing students' self-existence. In the digital and media era, Instagram stories have become one of the platforms used by Communication Science students, class of 2020 at Dehasen University for various aspects of their lives. The research results show that the students actively use the Instagram stories feature to describe their identity and existence. Their stories posts include a variety of content, such as images, videos, short stories, quotes, and daily activities. Through content analysis, this research identifies patterns in the way students construct their existence on social media. This research also discusses the impact of using Instagram Stories on students' social interactions and self-perception. This study used qualitative research methods. The subjects of this research consisted of 4 informants from the 2020 Communication Science Study Program at Dehasen University. Data collection techniques were carried out using observation, interviews and documentation. The results show that these platforms play an important role in building social relationships, increasing self-confidence, and providing opportunities to express their interests, values, and aspirations.

Keywords: Instagram Stories, Self-Existence, 2020 Science and Communication Students

