The Use of Instagram on Flexing Behavior of Students of Muhammadiyah Riau University Pekanbaru

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Abstrak

This paper discusses the effect of using Instagram on flexing behavior in college students. Flexing behavior as a form of showing off assets on social media aims to gain appreciation, honor, and social status where the wealth owned is not necessarily true to the ownership of one's own assets. The method used is descriptive quantitative. This research uses secondary data techniques by analyzing photos or videos on social media. The results showed that the correlation analysis between social media variables and flexing behavior was (r) = 0.347, so the level of influence strength between variables was in the interval 0.40 - 0.599, meaning that there was an influence in the moderate category between social media on flexing behavior in Muhammadiyah Riau University students in Pekanbaru.

Keywords: Instagram, Behavior, Flexing

Abstract

Tulisan ini membahasa tentang pengaruh penggunaan instagram terhadap perilaku flexing pada mahasiswa. Perilaku Flexing sebagai bentuk memamerkan harta di media sosial bertujuan untuk mendapatkan penghargaan, kehormatan, dan status sosial yang mana kekayaan yang dimiliki belum tentu benar atas kepemilikan aset sendiri. Metode yang digunakan adalah deskriptif kuantitati. Penelitian ini menggunakan teknik data sekunder dengan melakukan analisis foto atau video dalam media social. Hasil penelitian menunjukkan bahwa analisis korelasi antara variabel media sosial dan perilaku flexing yaitu (r) = 0,347 maka tingkat kekuatan pengaruh antar variabel berada pada interval 0,40 – 0,599 artinya bahwa terdapat pengaruh di kategori sedang antara media sosial terhadap perilaku flexing pada mahasiswa Universitas Muhammadiyah Riau di Pekanbaru.

Kata Kunci: Instagram, Perilaku, Flexing

Introduction

The use of information technology is currently increasing rapidly. Various activities can be done easily and quickly because of the internet. One of them is communication. Communication is a relationship that involves a process where information and messages can be channeled from one party (people and objects or media) to another. Meanwhile, the virtual world itself, known as the internet, has provided many influences and changes for its users, especially students. The internet certainly has an indirect impact on students involved in its use.

Social Media is one of the popular means of communication and trends among students such as Facebook, Twitter, or other media, which provides convenience in terms of communication (Arlinah, 2019). Social media has become the most important part that is not left behind in today's modern life. It is estimated that what will become popular is 3S, such as Social, Share, and Speed (Arifenda, 2020). Social is how a person connects with others and shares with each other. Share is how a person shares their experience with others through text, photos, videos, whatever it is through social networks. Speed is how social networks can provide information very quickly, exceeding the speed of journalists writing news.

One of the most widely accessed and popular social media is Instagram (Saskia, Kompas.2023). Instagram itself can be a visual tool where users can express their preferences in terms of uploaded images or videos. Instagram social media can also be called sharing media, which allows users to share one-minute photos and short videos. Even tend to utilize social media as a facilitator insupporting lifestyles, including showing off wealth and luxury. On the Instagram social network, we often find many things that go viral, so celebrities or people who are not actually famous people appear, but have many followers because they post interesting pictures or videos.

Flexing behavior is usually used in people who often show off their wealth. The flexing phenomenon is increasingly common with the existence of social media, where people are

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competing to show off their wealth or assets. What is exhibited in the form of luxury goods, vacation trips abroad, private jets and other luxury goods. Usually done to show social status and show one's expertise and impress others (Darmalaksana, 2022). Along with the increase in technology and information, advances in lifestyle also color people's lives. Hedonistic behavior seems to have become commonplace in society, seen directly in social media (Rahadi, 2017).

Today, lifestyle is no longer just a life or cultural content on an object, but a place on the social stage. It is full of contested social meanings. Consumer culture is a consumption item that tends to shape style, personality and social status (Subagya, 2010). In terms of behavior or lifestyle, these people usually follow the socio-cultural categories of their consumers.

The upper social class shows or illustrates its cultural consumption characteristics. On the other hand, the lower and middle classes also see their own characteristics in daily consumption. Because each person has different consumption capabilities, this causes differentiation in what he experiences, giving rise to a group of individuals called "social climbingers", namely social activities or behaviors that a person does to improve his social status (Agustianti and Amir, 2020).

Changes in people's consumption behavior clearly show that people's spending needs are getting crazier. This phenomenon is very important to study because at present it has not yet affected the upper class called rich families, but has become a mass culture in various circles or groups, including the lower class. Baudrillard's term "social disease and addiction" now applies to entertainment, politics, communication, wealth, sex, and even liquor (Mahyuddin, 2019).

Recognition in the form of likes, comments and views on Instagram Stories, users feel considered popular when they receive this recognition. This makes users committed to their existence on Instagram social media because it can be addictive and always want to get updates. Judging from the success of their flexing content uploads, it shows that this behavior is no longer considered abnormal because of current developments that make people "show" different things.

Of course, it becomes abnormal when it interferes with individual functions or shows behavior that tends to impose desires beyond the limits of human capabilities.

In the preparation of this research, in a previous research by Darmalaksana (2022) found a study on flexing, which refers to the Islamic view of flexing behavior and concludes that flexing behavior is a value that contradicts the themes of the hadith compiled in 2010 related to morals and the Islamic ethical framework. The results of the study can be found in common because the main focus is research on flexing behavior.

However, in the research above the author highlights a different perspective, namely based on the perspective of flexing behavior in social media with quantitative studies. This research will reveal whether there is an influence of Instagram on flexing behavior in college students, in the sense that this research focuses on features on Instagram. Instagram social media users who are students, namely early to late adolescents who have an age range of 18 to 22 years old. While adolescence according to Mappiare (in Hartinah, 2011) "takes place between the ages of 12 and 21 years for women and 13 to 22 years for men. The adolescent age range can be divided into two parts, namely the age of 21-22 years, namely late adolescence."

Based on the results of interviews with several UMRI students, they said that Instagram is one of the social media that is used to share daily activities and its main purpose is to flex to the online friends they have. The purpose of this study was to determine the effect of Instagram on the flexing behavior of UMRI students in Pekanbaru.

Literature Review

Social Media

Social media is media designed to facilitate social interactions that are interactive or two-way. Social media is based on internet technology which changes the pattern of information dissemination from one to many audiences, many audiences to many audiences (Paramitha, 2011:

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181). According to Kotler and Keller in Ramadhan (2017: 6), social media is a means for consumers to share text, image, audio, and video information with each other and with companies. Another opinion, according to Dijk in Gumilar (2015: 79), social media is a media platform that focuses on the existence of users who facilitate them in doing activities and collaborating. Therefore, social media can be seen as an online medium (facilitator) that strengthens relationships between users as well as a social bond. It can be concluded, social media is a means of online social interaction that is interactive or two-way in nature that can be used to share text, image, audio and video information with each other.

Instagram

According to Rahmawati in Irma (2017: 7) Instagram is one of the social networking media that can be utilized as a marketing medium. Through Instagram, goods/services are offered by uploading photos or short videos, so that potential customers can see the types of goods/services offered. Instagram is a special photo sharing application with functions to upload photos (upload), take photos (download), edit photos, add photo digital filters (photo effects), comment on photos, caption photos, give photo locations, give likes to photos, and share photos to various other social networking services. There are several features contained in the Instagram application, namely: Followers, Uploading photos (Share), Photo Title (Caption), Mention / Arroba, Hashtag, Geotag / Location, Like / Love, and Comments (Instagram Handbook in Miranda, 2017:7).

Flexing

According to the definition here, "flexing" refers to the act of showing off one's achievements or possessions in a way that most others would consider. Meanwhile, if one checks the term "flexing" in the Merriam-Webster dictionary, flexing means to show off something one owns in an obvious way. The term flexing originates from the field of economics and refers to a

conspicuous consumption mentality that involves spending money on buying and using luxury goods to demonstrate one's financial position or ability (Agustianti, 2020).

The characteristics of flexing perpetrators can be seen from the lifestyle of people who have the desire and disease of showing off wealth, also known as hedonism behavior. The characteristic of the lifestyle of the hedonist group is to seek happiness obtained by looking for feelings that bring pleasure and avoiding all feelings that come to give bad taste. For example, drinking gives the effect of thirst satisfaction releasing thirst that shackles and has a good effect on health, but drinking too much and excessively will cause disease (Achmadi, 2020).

Methods

This researcher uses quantitative methods. According to Sugiyono (2018; 13) quantitative data is a research method based on positivistic (concrete data), research data in the form of numbers that will be measured using statistics as a calculation test tool, related to the problem under study to produce a conclusion. In this study, researchers focused on the problem of dynamics, lifestyle, and consumption style.

This research also uses a description of the methods used and the steps described exploratively using qualitative research. Population is defined as a generalization area consisting of objects or subjects that have certain qualities and characteristics set by researchers to study and draw conclusions (Sugiyono, 2017). The population in this study were students of Muhammadiyah Riau University (UMRI) in Pekanbaru. Sugiyono (2017) to explain the understanding of the sample regarding the number and characteristics of the population, a sample was taken through a population of 172 people.

Based on the table proposed by Isaac and Michael so as to obtain a sample size with a margin of error of 5% sample, namely from 100 respondents (Sugiyono, 2018). The method of analysis

carried out in this study is to conduct quantitative analysis expressed by numbers in calculations using statistical methods assisted by a statistical data processing program known as SPSS 26.

Results and Discussion

Validity Test

Validity is the level of reliability and error of the measuring instrument used. Looking at the validity of each statement item, Cronbach (in Azwar, 2004: 158) said that the coefficient ranging from 0.30 to 0.50 has been able to make a good contribution to the efficiency of research institutions. Therefore, each statement item is said to be valid if the value of the corrected item-total correlation is at least 0.30. The results of the validity test in this study are as follows:

Table 1. Instrument Validity Test Results

Variables	Item	r count	r table	Description
Instagram	1	0,413	0,30	Valid
	2	0,642	0,30	Valid
	3	0,519	0,30	Valid
	4	0,355	0,30	Valid
	5	0,381	0,30	Valid
	6	0,603	0,30	Valid
	7	0,417	0,30	Valid
	8	0,454	0,30	Valid
	9	0,337	0,30	Valid
	10	0,317	0,30	Valid
	11	0,402	0,30	Valid
	12	0,338	0,30	Valid
	13	0,375	0,30	Valid
	14	0,341	0,30	Valid
	15	0,336	0,30	Valid
	16	0,375	0,30	Valid
	17	0,376	0,30	Valid
	18	0,535	0,30	Valid
	19	0,327	0,30	Valid
Flexing Behavior	1	0,429	0,30	Valid

	2	0,655	0,30	Valid
	3	0,346	0,30	Valid
	4	0,563	0,30	Valid

Source: Researcher Processed Data, 2024

Based on the table above, that all question items can be used because the coefficient is greater than 0.30 so that it can be said to meet the validity requirements and for items that have a coefficient above 0.30 means that it gives satisfactory results (Azwar, 2004: 87) which means that the question item is suitable to be used as a question in this study.

Description of Research Subjects

In this study, the number of respondents was 100 respondents, namely students of Muhammadiyah Riau University (UMRI) in Pekanbaru. The characteristics of respondents displayed in the results of this study include Gender, Age, and length of time using Instagram. Based on the results of research that has been conducted through distributing questionnaires, the following is an overview of the characteristics of the respondents:

Table 2. Characteristics of Respondents Based on Gender

Gender	Total	Percentage
Male	63	63%
Female	37	37%
Total	**100**	**100%**

Source: Research data processed, 2024

Based on Table 1 Characteristics of Respondents Based on Gender, it can be seen that the respondents in this study were male as many as 63 respondents (63%), and female gender as many as 37 respondents (37%).

Description of Research Data

Instagram Variable Descriptive Statistics

Based on the results of distributing questionnaires, the questionnaire score data for social media variables are as follows:

Table 3. Social Media Data Description
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Social Media (Instagram)	100	64	110	90,89	10,251
Valid N (listwise)	100				

Source: Researcher Processed Data, 2024

Table 4. Data Description of Flexing Behavior
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Total_Y	100	94	150	126,17	11,412
Valid N (listwise)	100				

Source: Researcher Processed Data, 2024

Before analyzing the research data, the assumption test is first carried out to determine whether the data to be analyzed meets the requirements so that it can be analyzed using the assumption test.

Assumption Test

Before conducting hypothesis testing, tests including normality and linearity tests were carried out:

1. Normality Test

The one-sample Kolmogorov-Smirnov test is a goodness-of-fit test. That is, it looks at the degree of fit between certain theoretical distributions. It establishes whether the scores in the sample can reasonably be ascribed to a population with that particular distributive. The basis of the Kolmogorov Smirnov normality test is to compare the distribution of the data (to be tested for normality) with a standard normal distribution. The standard normal distribution is data that has been transformed into Z-Score form and assumed to be normal. So actually the Kolmogorov Smirnov test is a test of difference between the data tested for normality and the standard normal data. Here are the rules in the Kolmogorov normality test:

- If the significance ≤ 0.05 means there is a significant difference, and if the significance ≥ 0.05 then there is no significant difference.

- The application of the Kolmogorov Smirnov test is that if the significance ≤ 0.05 means that the data to be tested has a significant difference with the standard normal data, the data is not normal.

- If the significance ≥ 0.05 means that there is no significant difference between the data to be tested and the standard normal data, meaning that the data we are testing is normal.

Table 5. Kolmogorov Smirnov Normality Test of Residuals

Variables	Sig	Description
Instagram Social Media Against Flexing Behavior	0,500	Normal

Source: Researcher Processed Data, 2024

Based on the results of the normality test above, it is known that the significance value of social media and flexing behavior has a number of 0.500, which means that $p = 0.500 > 0.05$, this indicates that the social media variable with flexing behavior has normally distributed data.

2. Linearity Test

This test aims to determine the linearity test of the scores of the research variables by paying attention to the classification or knowing the similarity of variants. The data analysis technique used is linear regression technique. Linearity states that the relationship between the variables to be analyzed follows a straight line (Sugiyono, 2017). Test linearity rules by looking at the p of the F value (Deviation from linearity) in the linearity table. If p> 0.05 the relationship is linear, but if p < 0.05, then the relationship is not linear. The results of the linearity test are shown below:

Table 6. Linearity Test

Variables	Sig	Description
Instagram Social Media on Behavior Flexing	0,005	Linear

Source: Researcher Processed Data, 2024

The results of the linearity test can be seen in the table above, if the flexing behavior has a significance value of 0.005 less than 0.05, it is included in the linear data category, according to the linearity test rules.

3. Hypothesis Test

Hypothesis testing to determine whether there is a relationship between social media and flexing behavior of Muhammadiyah Riau University students in Pekanbaru City. Guidelines for evaluating hypotheses that can reveal the relationship between two variables. The results of this study were calculated using statistical techniques. Azwar (2007) suggests that the data analysis technique used is the Pearson Product Moment correlation technique because the purpose of testing the hypothesis of this study is to find the relationship between the independent variable, namely social media with the dependent variable, namely flexing behavior.

Table 7. Spearman Rank Correlation Test

Variables	Sig	Correlation	Description
Instagram Social Media towards Flexing Behavior	0,005	0,347	Linear

Source: Researcher Processed Data, 2024

Based on the results of the spearman rank correlation test above, the results obtained a significance value of $0.005 \geq 0.005$, it can be concluded that there is an influence between social media instagram on flexing behavior. The results of the correlation analysis between social media variables and flexing behavior, namely (r) = 0.347, the level of influence strength between variables is in the interval 0.40 - 0.599 with a moderate level of influence, meaning that there is a positive influence between Instagram social media and flexing behavior on Muhammadiyah Riau University students in Pekanbaru.

Table 8. Interpretation of Correlation Coefficient

Coefficient Interval	Relationship Level
0,00 - 0,199	Very Low
0,20 - 0,399	Low
0,40 - 0,599	**Medium**
0,60 - 0,799	Strong
0,80 - 1,000	Very Strong

Source: Sugiyono (2017)

Conclusion

From this conclusion, the influence of Instagram on flexing behavior can be categorized as an accepted hypothesis with the influence being in the moderate category. This means that social media instagram is chosen by UMRI students as a medium to show their flexing behavior. Flexible behavior is carried out by people who want to get recognition for their high social status. This is not only done by the upper class, but also by the middle and lower classes or students. Generally, they use different methods to meet the demands of today's lifestyle. The phenomenon of flexing

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is related to structural functionalism, i.e. the fact that the changes that occur do not change the basic elements of social culture. By flexing, you want to gain respect, recognition from a higher social class and show that you are one step ahead and successful than others. One gets addicted to bending and doing it over and over again, this is done to maintain the quality of the maker himself. Our lives today cannot be separated from flexing. Flaunting wealth on social media has many consequences, such as buying unnecessary items.

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