



Instagrammable Culture: Implications of Social Media on the Younger Generation's Perception of Cultural Art

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Abstract

This research investigates the impact of social media, specifically Instagram, on shaping the perceptions of the younger generation towards cultural art. Employing qualitative research methods and conducting a comprehensive literature analysis, the study explores the phenomenon termed Instagrammable Culture. The primary focus is to comprehend how this cultural shift influences the younger generation in understanding, appreciating, and promoting cultural art forms. The research also seeks to identify alterations in the aesthetics of cultural art, the commercialization it undergoes due to social media prevalence, and shifts in direct experiences associated with cultural art. The overarching goal is to provide valuable insights for researchers, art practitioners, and educators, contributing to the preservation of the integrity of cultural art. In conclusion, this research advocates for more profound and meaningful engagements with cultural art in the rapidly advancing digital era to ensure its continued relevance and significance.

Keywords: *Social Media; Instagram; Perception of the Younger Generation; Cultural Art*

Abstrak

Penelitian ini menyelidiki dampak media sosial, khususnya Instagram, terhadap pembentukan persepsi generasi muda terhadap seni budaya. Dengan menggunakan metode penelitian kualitatif dan melakukan analisis literatur yang komprehensif, penelitian ini mengeksplorasi fenomena yang disebut "Budaya Instagramable." Fokus utamanya adalah memahami bagaimana pergeseran budaya ini memengaruhi generasi muda dalam memahami, menghargai, dan mempromosikan bentuk seni budaya. Penelitian ini juga bertujuan untuk mengidentifikasi perubahan dalam estetika seni budaya, komersialisasi yang terjadi akibat prevalensi media sosial, dan perubahan dalam pengalaman langsung yang terkait dengan seni budaya. Tujuan utamanya adalah memberikan wawasan berharga bagi peneliti, praktisi seni, dan pendidik, dengan berkontribusi pada pelestarian integritas seni budaya. Sebagai kesimpulan, penelitian ini menganjurkan keterlibatan yang lebih dalam dan bermakna dengan seni budaya di era digital yang terus berkembang untuk memastikan relevansi dan signifikansinya yang berlanjut.

Kata Kunci: Media Sosial, Instagram, Persepsi Generasi Muda, Seni Budaya

INTRODUCTION

The evolving landscape of cultural appreciation among the younger generation is undergoing a transformative shift, largely attributed to the pervasive influence of social media, particularly the Instagram platform. This phenomenon, often termed Instagrammable Culture, raises significant concerns about the paradigm shift in values concerning the appreciation of cultural art. This discussion delves into the specific values at stake, examining how technological advancements and social media popularity impact not only the perception of cultural art by the younger generation but also its commercialization and broader implications for the art community.

Shifts in Appreciation and Concerns: The emergence of Instagrammable Culture is a consequence of the younger generation's exposure to social media, prompting a shift in the way cultural art is consumed and understood (Ngafifi, 2014). This trend places a pronounced emphasis on visual appeal and physical aesthetics over contextual and historical considerations, potentially sidelining the deeper meaning inherent in cultural art (Febriyanti, 2020).

The implications extend to the actual experiences of appreciating cultural art, as the focus on capturing visually appealing content for social media overshadows genuine engagement with the artwork (Abednego, Kuswoyo, Cen Lu, & Wijaya, 2021). This selfie culture risks reducing the quality of interaction and understanding of cultural art, fostering shallow experiences, and neglecting the rich historical and cultural context (Rani, Khoirunisa, & Faristiana, 2023).

Artistic Implications: The impact of Instagrammable Culture is not confined to the audience alone; it seeps into the creative process of artists and practitioners. The pressure to cater to the visually striking demands of social media can stifle artistic exploration and diversity, fostering a culture where artists prioritize instant visual appeal over innovation and deeper experimentation (Altania & Sungkono, 2021).

Issues in Commercialization: Instagrammable Culture significantly influences the commercialization of cultural art as well. The quest for visually appealing content on social media has led art spaces and events to prioritize installations designed for photo-sharing, potentially shifting the focus from artistic to commercial value (Elisa Dwi Rohani, 2021). The consequence is the transformation of art spaces into tourist destinations, with a diminished emphasis on historical context and cultural value.

Neglect of Traditional Art: The dominance of Instagrammable Culture poses a challenge to the preservation and development of cultural art, as the younger generation's preference for viral content and current trends may result in the overlooking of traditional or less popular

cultural art (Budiarto, 2020). This neglect can lead to a decline in interest and understanding of cultural art with high historical and cultural value.

Inclusivity Concerns: Instagrammable Culture has the potential to create disparities in the accessibility and inclusivity of cultural art. While social media provides a broad platform for sharing artwork, not everyone has equal access to technology and the internet (Wuriyanti & Febriana, 2022). This raises concerns about unequal opportunities for exposure and appreciation, necessitating efforts to ensure inclusivity across diverse segments of society.

Conclusion: Addressing the challenges posed by Instagrammable Culture requires a balanced approach that promotes deeper contextual appreciation while acknowledging the potential of social media to connect the younger generation with cultural art. Educating about the historical and cultural values embodied in art must be complemented by the responsible use of social media to enrich and promote cultural art comprehensively. By navigating these challenges, we can strive to preserve, develop, and foster a nuanced understanding of cultural art among the younger generation.

METHOD

The qualitative literature review method employed in this study serves as a comprehensive exploration of the influence of social media, specifically the Instagram platform, on the younger generation's perception of art and culture. The purpose of this method is to gain a nuanced understanding of the dynamics between social media usage and the evolving perspectives on art and culture among the younger demographic. The process begins by clearly defining research objectives (John W. Creswell, 2016). In this context, the focus is on exploring the intricate relationship between social media, particularly Instagram, and how the younger generation perceives art and culture in the contemporary, highly interconnected era.

To systematically gather relevant literature, specific keywords such as Instagrammable Culture, Young Generation, Art and Culture, Social media, and Perception were employed. This targeted approach ensures that the literature search is tailored to the specific dimensions of the study, enhancing the relevance of the collected materials. The literature is then sourced through academic search engines and journal databases, ensuring that the selected studies contribute significantly to the understanding of the subject matter. Once the relevant literature is gathered, a thorough analysis and synthesis are conducted. This involves identifying patterns, trends, and key findings within the literature to construct a cohesive narrative that addresses the research objectives.

The qualitative literature review encapsulates how social media, particularly Instagram, shapes the younger generation's perception of art and culture deemed Instagrammable. By synthesizing the findings, the review provides a comprehensive overview of the implications of social media on the evolving attitudes towards art and culture among the younger demographic. However, it's important to acknowledge the limitations inherent in the qualitative literature review method. While this approach offers rich insights and a holistic understanding of the subject matter, it may not provide the statistical rigor associated with quantitative research methods. Additionally, the findings are contingent upon the available literature, and the subjective nature of qualitative analysis implies a degree of interpretation in synthesizing the information. Despite these limitations, a qualitative literature review remains a valuable tool for exploring complex and nuanced phenomena, such as the impact of social media on cultural perceptions among the younger generation.

RESULT AND DISCUSSION

Visual Identity Construction

Social media has had a significant impact on the younger generation in creating and strengthening their identities through Instagrammable cultural art. The construction of visual identity on social media, especially through platforms like Instagram, has provided the younger generation with new ways to express themselves and showcase their interests and lifestyles to the world (Purnama, Aulia, Karlinda, Wilman, & Wijaya, 2023). One key aspect influencing the construction of visual identity is content curation (Rosyidah & Nurwati, 2019). The younger generation uses social media platforms to post photos, videos, and other visual content that reflect their interests, values, and personalities. They often choose content that appears attractive, aesthetic, and in line with current trends. Creating Instagrammable content has become a skill among the younger generation, with a focus on aesthetics, visual composition, the use of filters, and photo editing.

Through Instagrammable cultural art, the younger generation can expand their sphere of influence (Rhee, Pianzola, Choi, Hyung, & Hwang, 2022). They use this platform to share their interests and lifestyles with others, gain followers, and build social networks. Engaging content on social media can serve as a means to gain recognition, popularity, and appreciation from others. Thus, the younger generation feels heard, acknowledged, and connected to communities with similar interests. Social media has also played a significant role in accelerating the spread of cultural trends (Katelin M. Callery, 2023). Through this platform, the younger generation can quickly discover and adopt the latest trends in art, fashion, music, and lifestyle. They draw

inspiration from content posted by influencers, celebrities, and their friends. In trying and following these trends, the younger generation can shape their identities by adopting the styles and values represented by those trends.

However, it is important to note that the construction of visual identity on social media also has some negative implications. The younger generation often feels trapped in the pressure to always appear perfect and follow the latest trends. They may feel the need to build an image that aligns with social expectations and norms set by social media platforms (Rahman & Asmidir Ilyas, 2019). This can lead to self-dissatisfaction and mental health issues (Rashid, Aziz, Kasmani, & Razak, 2021) as they feel unable to meet the standards set by Instagrammable content. Additionally, an excessive focus on visual identity on social media can cause the younger generation to neglect other dimensions of their identity, such as intellectual, emotional, and social values. An identity overly reliant on visual appearance can be shallow and fail to represent the complexity of one's true self. Furthermore, social media plays a powerful role in shaping the construction of visual identity for the younger generation. They use these platforms to express themselves, showcase their interests and lifestyles, and connect with similar communities. However, it is important for the younger generation to understand that true identity goes beyond mere visual appearance and to appreciate other dimensions of themselves in the process of identity creation.

The Impact of Social Media on the Transformation of Cultural Art

The impact has been significant in several aspects. *Firstly*, social media has made cultural art more accessible and democratic (Sabina Mihelj, Adrian Leguina, 2019). The younger generation can now easily discover various forms of cultural art, such as music, film, visual art, and literature, without geographical limitations. This has expanded the scope and diversity of artistic experiences. Social media has had a positive impact in making cultural art more accessible and democratic, especially for the current younger generation. They can easily discover various forms of cultural art, such as music, film, visual art, and literature, without being limited by geographical boundaries (Hsu, Tiffany W., Niiya, Yu, Thelwall, Mike, Ko, Michael, Knutson, Brian, & Tsai, 2021). This has expanded the range of artistic experiences available to them. Previously, access to artworks was often limited to local sources and limited information, but with social media, they can explore and discover cultural art from around the world. For example, someone in Indonesia can now easily find and enjoy music from international artists, watch films from various countries, or view visual artworks exhibited in remote locations. Social media has also resulted in a greater diversity of artistic experiences. The

younger generation can engage with various types of cultural art and enrich their understanding of art. They can explore diverse genres, styles, and artworks that they may not have known about or had difficulty accessing before. This inspires their creativity and encourages them to explore self-expression through art. Social media facilitates broader participation in artistic experiences (Valkenburg, 2022). Through social media platforms, people can interact directly with artists, directors, or writers, providing feedback, asking questions, or discussing their works. Social media also provides a space for the younger generation to express their creativity by sharing their artworks with the world (Doğan & Jelinčić, 2023). This opens up new opportunities for them to gain recognition and achieve sustainability in their artistic careers. However, it is important to remember that while social media brings benefits in terms of accessibility and democratization of cultural art, there are also challenges that need to be addressed, such as unverified information or the spread of illegal content. Therefore, social media users must remain critical, verify information sources, and promote responsible use in appreciating cultural art.

Secondly, social media encourages collaboration and active participation among the younger generation (Basiroen & Wahidiyat, 2023). They can collaborate with artists and creators from around the world, creating music, films, or visual artworks online and supporting each other. This has replaced the traditional model that was centered around art institutions and has provided space for broader participation. Social media has transformed how the younger generation collaborates in the field of art. They can now collaborate with artists and creators from various parts of the world without being limited by geographical boundaries. Through online platforms, they can work together to create music, films, or visual artworks virtually. For example, a musician in Indonesia can collaborate with a producer from the United States to create a song, or a visual artist can work with a designer from Europe to create a unique artwork. Furthermore, social media also allows the younger generation to support and inspire each other. They can follow each other, provide feedback, and give positive encouragement in their creative journeys. Platforms like YouTube, SoundCloud, or Instagram enable young artists to share their works with a wider audience and receive direct responses from listeners or viewers. This allows them to build networks and gain support from fellow artists and their fans. This development has replaced the traditional model centered around art institutions such as record labels, film studios, or art galleries (Amanda, 2022). The younger generation now has direct access to share and distribute their works through social media platforms without relying on third-party approval or support. This gives them the freedom to explore and express themselves in art. Furthermore, social media provides space for broader participation in the art world. The younger generation is not only passive spectators but can also actively contribute their ideas, thoughts, or opinions.

They can participate in discussions, share reviews, or organize cultural events online. Thus, social media expands the space for participation and gives voice to individuals who may not have been involved in traditional art institutions before. Overall, social media promotes collaboration and active participation and provides new opportunities for the younger generation to engage in the art world. It transforms traditional dynamics and provides a wider space for creativity and self-expression.

Thirdly, social media allows the younger generation to visualize their identity and express themselves through cultural art (Khomariah, Yanuartuti, & Mariasa, 2022). They use these platforms to share artworks, personal photos, and content that reflect their interests and values. Cultural art becomes a means to convey stories, address social issues, and express creativity freely. Social media has opened opportunities for the younger generation to visualize their identity and express themselves through cultural art more freely and openly (Dwihantoro, Susanti, Sukmasetya, & Faizah, 2023). Social media platforms enable them to share artworks, personal photos, and content that reflect their interests and values. In the context of cultural art, such as images, illustrations, visual art, and more, the younger generation can creatively and expressively convey their identity. They also use social media to express their interests in music, films, books, and various other forms of cultural art. Additionally, art serves as a platform for the younger generation to tell stories, address social issues, and express their creativity freely. Through cultural art, they can depict personal experiences, highlight social issues that are important to them, and express the values they believe in. Social media provides a broad platform for them to share their artworks with a larger audience and connect with like-minded individuals. Thus, the younger generation can visualize their identity, express themselves through cultural art, and unleash their creativity more freely through social media.

Fourthly, social media plays a crucial role in creating cultural trends (Sabina Mihelj, Adrian Leguina, 2019). Engaging and unique cultural art content can quickly go viral and gain popularity among the younger generation. This creates a domino effect where new trends and styles rapidly emerge and spread within online communities. Artists and cultural creators have to adapt to these changes and follow the evolving trends to remain relevant on social media. Social media plays a significant role in shaping cultural trends in the current digital era. Engaging and unique cultural art content has the potential to quickly go viral and gain popularity among the actively social media-engaged younger generation (Valkenburg, 2022). When a piece of cultural art, such as music, videos, images, or memes, captures attention and receives positive responses from social media users, it can quickly spread and create a domino effect within the online

community. The younger generation often serves as the initiators and spreaders of new cultural trends by sharing content they find interesting or relevant to their daily lives.

In the context of social media, new trends and styles can emerge and spread rapidly. For example, a song uploaded to a music streaming platform or a short video that goes viral on TikTok can influence music tastes and popular dance movements among the younger generation (Rahman & Asmidir Ilyas, 2019). When cultural trends emerge on social media, artists and cultural creators must adapt to these changes to remain relevant. They need to understand the preferences and interests of the younger generation formed through social media platforms and follow the evolving trends to be part of the conversation and capture the attention of their audience. For instance, musicians can use social media to share their music, interact with fans, and gauge their response to their latest works. Artists can also observe popular music trends on streaming platforms or social media and incorporate elements of those trends into their work to remain relevant and appealing to a broader audience. Similarly, visual artists can leverage social media to share their artworks, interact with fans, and keep up with the evolving trends in the art world. They can seek inspiration from trending artworks on social media and adapt them with their unique style and message to remain engaging for their audience.

Thus, social media plays a significant role in creating cultural trends. Engaging and unique cultural art content can quickly go viral and gain popularity among the younger generation. Artists and cultural creators must adapt to these changes and follow the evolving trends to remain relevant and make an impact on social media. However, there is also criticism of the commercialization of cultural art brought about by social media. Some argue that the pressure to create viral and Instagrammable content can lead to a pursuit of popularity and neglect of aesthetic values, authenticity (Agianto, Setiawati, & Firmansyah, 2020), and depth in cultural art. Some artists also face challenges in gaining recognition and fair compensation for their artworks in an environment dominated by social media. Overall, social media has transformed the form and expression of cultural art, providing more comprehensive access, encouraging active participation, enabling identity expression, and creating cultural trends, but also sparking debates about commercialization and artistic values.

The Commodification of Cultural Art

Social media has significantly influenced the commercialization of cultural art by providing a wide platform for artists and creators to promote their work. For example, an artist can use Instagram to share their artwork with thousands of followers and direct them to online stores or private exhibitions (Riki, Kremer, Suratman, Ciptoputra, & Hazriyanto, 2023). In some cases, this has allowed artists who previously struggled to gain exposure to reach a wider

audience and increase the sales of their work. However, the impact of this commercialization also affects the authenticity and artistic value of the art itself. On social media, the pressure to create content that are viral and Instagrammable can push artists to follow existing trends. For example, artists may focus on popular styles, such as paintings in a particular style or photos with specific trends that are aesthetics. In the process, uniqueness and innovation may be overlooked as artists become more interested in popularity and market demand. Additionally, the commercialization of cultural art on social media can turn art into a commodity that is bought and sold. For example, social media platforms like TikTok or YouTube present opportunities for artists to monetize through brand endorsements, sponsorships, or selling their artworks. However, in the pursuit of income, artists may be tempted to produce works that only cater to commercial needs rather than pure creative expression.

When art is solely valued based on popularity and recognition on social media, artistic quality, social messages (Amalia Fitriani, 2023), or the uniqueness of a piece may be neglected. For example, a powerful and socially impactful artwork may not receive enough attention if it doesn't meet the viral criteria on social media. Despite the negative effects, social media also has benefits in commercializing cultural art (Pratama, Mutrofin, & Bayu Mitra A Kusuma, 2023). For instance, an artist who has built a strong following on social media can use it as a stable source of income and draw attention to their more experimental or non-commercial artworks. This can provide them with financial freedom to explore and create more authentic and valuable works. In conclusion, social media has influenced the commercialization of cultural art, with artists using these platforms to promote and sell their work. However, this commercialization can also overshadow the uniqueness, innovation, and intrinsic value of art itself. Artists need to maintain a balance between commercial needs and pure creative expression while preserving the integrity and authenticity of their art.

The Influence of Society on Social Media

Online communities and social networks play a significant role in shaping the perception and popularity of Instagrammable cultural art among the younger generation. Social media has created a space where individuals can share, like, comment, and interact with cultural art content. This enables the formation of online communities that influence and shape the perception of culturally appealing and popular art (Ikhsantyo, Priharsari, & Perdanakusuma, 2022). Online communities and social networks have a particularly significant role in shaping the perception and popularity of Instagrammable art (worthy of being uploaded on Instagram) among the current younger generation. Social media, with platforms like Instagram, has created a space

where individuals can share, like, comment, and interact with cultural art content posted by others.

Social media allows the formation of online communities that influence and shape the perception of culturally appealing and popular art. In this context, Instagrammable refers to cultural art content that has strong visual appeal, attractive aesthetics, or an impression that can capture attention on social media platforms. Through social media, the younger generation can explore various cultural art content posted by others worldwide (Puspitasari et al., 2022). They can like, comment, and interact with such content, voicing their opinions and building online communities with similar interests and preferences (Kartini, Ningrum, Sari, & Khoirunnisa, 2022). Online communities formed on social media have the power to change perceptions about cultural art. When certain cultural art content gains a large following and receives many likes and positive comments, it creates the impression that the content is appealing and popular among the younger generation. Moreover, social media also provides opportunities for artists and cultural creators to build a following and gain popularity among the younger generation. They can use these platforms to share their artwork, gain recognition, and receive responses from their fans. Through interactions with their followers, artists and cultural creators can build closer relationships with their audience and gain an understanding of what is considered appealing and popular among the younger generation (Fitri Evita, 2022).

Additionally, Instagrammable cultural art content also has the potential to go viral on social media. When appealing cultural art content is posted and receives positive responses from social media users, it can quickly spread through sharing and recommendations, gaining wider popularity among the younger generation. Thus, online communities and social networks play a crucial role in shaping the perception and popularity of Instagrammable cultural art among the younger generation. Social media creates a space where individuals can share, like, comment, and interact with cultural art content, forming online communities that influence and shape the perception of culturally appealing and popular art. These online communities become hubs where trends and styles of cultural art develop and spread rapidly. The younger generation is connected through social networks that allow them to view, like, and share cultural art content. They recommend, share favorite works, and build shared expectations about what is considered appealing or Instagrammable.

The role of online communities and social networks can also have a significant influence on the popularity of cultural art. If an artwork, such as a painting or a song, receives many likes and positive comments and is widely shared on social media, it can signal to the younger generation that the artwork is worth paying attention to and socially recognized. Thus, the

popularity of artworks can be influenced by the response and interaction within online communities. Additionally, online communities also play a role in shaping the perception of Instagrammable cultural art. Through social media, the younger generation is exposed to various trends and styles dominating the platforms. They often encounter artworks or content that align with popular aesthetics, such as images or photos with specific filters, visually appealing compositions, or trending themes. This can create a desire to create or consume similar cultural art to fit the existing standards and expectations. However, it is important to note that the perception and popularity of Instagrammable cultural art do not always reflect the true artistic value or the quality of the artworks (Tanjaya & Agustrijanto, 2022). At times, the emphasis on immediate and visually striking content may overlook the complexity, depth, or intrinsic values of an artwork. This places pressure on artists to produce works that meet the standards of popularity and the expectations of online communities, potentially sacrificing their authenticity and creative expression. Overall, online communities and social networks play a crucial role in shaping the perception and popularity of Instagrammable cultural art among the younger generation. They shape trends, depict standards of beauty, and mutually influence the selection of popular artworks. However, it is also important to provide space for diversity, innovation, and uniqueness in cultural art that goes beyond following trends but also reflects the artist's expression and identity.

The development of social media has had a significant impact on the consumption behavior of cultural art among the younger generation, with implications that can be felt by the cultural art industry as a whole (Basiroen & Wahidiyat, 2023). The high accessibility and connectivity through social media platforms enable the younger generation to easily discover and experience various forms of cultural art. Additionally, the phenomenon of influencers also plays a crucial role in shaping consumer preferences, especially when they recommend or promote specific artworks. Art content that goes viral or follows popular trends on social media also tends to receive more attention and consumption.

The development of social media has resulted in a significant impact on the consumption behavior of cultural art among the younger generation, and its implications can be felt by the cultural art industry as a whole. The high accessibility and connectivity through social media platforms have transformed the way the younger generation discovers, experiences, and interacts with various forms of cultural art. Social media provides the younger generation with the ability to easily discover and experience various forms of cultural art. Through platforms like Instagram, YouTube, or TikTok, they can explore visual art, music, film, and literature from

around the world. They are no longer limited by geographical boundaries in accessing cultural art as these contents can be quickly uploaded and shared through social media.

In addition to high accessibility, social media also provides the younger generation with the opportunity to connect and interact with a wider cultural art community. They can join groups or forums that focus on specific art interests, participate in discussions, and share their experiences with others who have similar interests. This connectivity enriches their cultural art experiences and helps build social bonds within the online art community. Furthermore, the phenomenon of influencers also plays a significant role in shaping consumer preferences among the younger generation, particularly in the context of cultural art. Influencers are individuals who have a large follower base on social media and exert significant influence over their audience. When influencers recommend or promote specific artworks, it can help expand the reach and increase the popularity of those works.

Moreover, cultural art content that goes viral or follows popular trends on social media tends to receive more attention and consumption. For example, a song that goes viral on TikTok or a visual artwork that receives many likes and positive comments on Instagram has the potential to capture the attention of the younger generation and influence their preferences (Amriel & Ariescy, 2021). Thus, the development of social media has brought a significant impact on the consumption behavior of cultural art among the younger generation. The high accessibility and connectivity through social media platforms allow them to easily discover and experience various forms of cultural art. The phenomenon of influencers also plays a crucial role in shaping consumer preferences, while cultural art content that goes viral or follows trends on social media tends to receive more attention and consumption. The implications of these behavioral changes are felt by the cultural art industry as a whole, which must continually adapt to evolving trends and dynamics on social media to remain relevant and capture the attention of the younger generation.

However, these changes in consumption behavior also have implications that need to be considered by the cultural art industry. This industry must be able to adapt to the trends and preferences of the younger generation influenced by social media (M.T, 2020). This involves effective marketing and promotion strategies on social media platforms, as well as the development of content that aligns with the expectations and needs of online-connected consumers. Artists also need to consider how their artworks can attract attention and engage with a wider audience through social media. However, some challenges need to be overcome. Consumption behaviors focused on trends and viral content can overlook more experimental, complex, or less popular cultural art on social media. This can result in an imbalance in creative

expression and artistic quality, as well as sideline artists who are not active on social media platforms. Therefore, the cultural art industry needs to maintain diversity, artistic quality, and creative expression in the development and marketing of artworks while still keeping up with the trends and consumer preferences influenced by social media.

Overall, social media has brought about significant changes in the consumption behavior of the younger generation regarding cultural art. The implications are that the cultural art industry must continually adapt to these changes while maintaining artistic quality and diversity in artworks. This can be achieved by leveraging the power of social media to promote artworks while still providing space on social media platforms for more experimental or less exposed artists.

The power of visuals in social media influence

Images and visual aesthetics have a strong appeal on social media because humans are naturally drawn to captivating and visually appealing content. When it comes to social media, where content streams move rapidly, images can quickly capture users' attention. Compelling visual aesthetics can make users pause as they scroll through their news feeds to take a closer look, like, and engage with the content (Saputra, 2021). Images and visual aesthetics have a strong appeal on social media because humans are naturally drawn to captivating and visually appealing content (Julianto, 2019). When it comes to social media, where content streams move rapidly, images can quickly capture users' attention. Compelling visual aesthetics can make users pause as they scroll through their news feeds to take a closer look, like, and engage with the content. For example, imagine a social media user seeing an image showcasing a beautiful natural landscape with vibrant colors and aesthetically pleasing composition. The image can quickly grab the user's attention, making them pause to admire its beauty. They might like and comment on the image or even share it within their social circle (Gesnida Yunita, 2022). In some cases, such images can go viral, spreading across various platforms and gaining widespread popularity.

Moreover, in the context of cultural art, images and visual aesthetics also play a crucial role in capturing the attention of and captivating the audience. For instance, a visual artwork that employs unique and visually appealing techniques and elements can catch the attention of social media users. The image may feature a striking use of color, dynamic composition, or a distinct visual style. This compelling visual aesthetics can pique the users' interest to explore more about the artwork, follow the artist or creator, and even purchase the artwork if available. In addition to images, visual aesthetics can also be applied to videos, such as in music content or short films. Music videos with beautiful cinematography and visually captivating elements can quickly

capture the attention of social media users and engage them with the content. Appealing to visual aesthetics can be a primary attraction in gaining popularity on social media and help artists or creators build a large following.

In some cases, appealing visual aesthetics can become trends on social media. For example, photo or video filters with vintage or retro aesthetics are popular on platforms like Instagram. Many social media users adopt these filters to enhance the appearance of their photos and make them look more appealing and aesthetically pleasing (Sari, 2019). This demonstrates that images and visual aesthetics play a significant role in grabbing attention and influencing user behavior on social media. Thus, images and visual aesthetics have a strong appeal on social media because humans are naturally drawn to captivating and visually appealing content (Sari, 2019). Compelling visual aesthetics can make users pause as they scroll through their news feeds to take a closer look, like, and engage with the content. Concrete examples such as beautiful natural landscapes, unique visual artworks, and videos with captivating cinematography depict how images and visual aesthetics contribute to grabbing users' attention on social media.

The influence of these images and visual aesthetics has a significant impact on the perception of cultural art among the younger generation. On social media, the younger generation is exposed to various images that are captivating, alluring, and emotionally evocative (Erika Desi Lestari, 2021). Beautiful and awe-inspiring visual aesthetics can trigger positive feelings within them such as admiration, excitement, inspiration, or awe. This makes content with appealing visual aesthetics more valuable and perceived as special by the younger generation. The influence of these images and visual aesthetics also shapes their preferences and standards regarding cultural art. The younger generation tends to be drawn to artistic content that possesses captivating, photogenic, or Instagrammable visual aesthetics. They tend to appreciate art that can generate visually appealing and impressive images on social media. This includes artworks with strong visual compositions, attractive color palettes, or dramatic visual arrangements.

However, it is important to note that visually appealing aesthetics do not always reflect the actual artistic quality. Sometimes, the captivating visual impression can divert attention from the deeper or more complex content or message within cultural art. Therefore, it is crucial for the younger generation to remain critical and open-minded towards various forms of cultural art, both those with strong visual appeal and those that explore deeper artistic dimensions. Overall, the influence of images and visual aesthetics on social media plays a significant role in shaping the perception of cultural art among the younger generation. They tend to be drawn to content with visually appealing and photogenic aesthetics, which can influence their preferences and

choices in appreciating art. However, they need to remain open to diversity and the complexity of cultural art that may not directly reflect strong visual appeal.

The Influence of like and Online Validation

Social responses on social media, such as the number of like and comments, have a significant influence on the younger generation's perception of cultural art and their assessment of artistic value. These features create an online validation system that can influence how cultural art is received and appreciated by society. Here are some ways in which social responses on social media affect the younger generation's perception of cultural art and their assessment of artistic value:

Validation and Popularity Influence: A high number of like and comments can provide validation and popular influence on cultural art. When a work of art receives a lot of like or positive comments, it can make the younger generation perceive it as something valuable and worthy of appreciation. Conversely, if a work of art does not receive much social response, it can make the younger generation doubt its artistic value. Validation and popular influence play a crucial role in the assessment of cultural art in the era of social media. A high number of like and comments can provide validation to the artist or creator and generate popular influence that can affect the younger generation's perception of a work of art (Veronica & Febrieta, 2022).

When a work of art receives many like or positive comments, it can provide validation to the artist or creator that their work is appreciated and considered valuable by the public. This positive response can strengthen the artists' confidence, provide motivation to continue creating, and reinforce their creative identity. They can view the number of like and comments as evidence that their work is accepted and appreciated by the audience (Rupa, 2022). In addition to validation, a high number of like and comments can also exert popular influence on a work of art. The younger generation tends to seek out content that is popular and considered trending on social media. If a work of art receives significant attention and a positive response, it can have a strong influence on the younger generation's perceptions and preferences. They are more likely to view the work as something worth consuming and appreciating because of its popularity. Conversely, if a work of art does not receive much social response, such as few like or a lack of positive comments, the younger generation may doubt its artistic value. They may perceive it as uninteresting or less valuable because it did not garner a significant response from the public. This can influence their perception of the work and make them reluctant to acknowledge or appreciate it.

In the context of social media, the number of like and comments is not the sole valid judgment of cultural art. However, for the younger generation actively engaged in social media,

the number of like and comments serves as a social indicator that can influence their views of a work. The validation and popular influence from a high number of like and comments can shape their perception and preferences in appreciating cultural art. Thus, a high number of like and comments can provide validation and popular influence on cultural art. Positive social responses can strengthen the artists' or creators' confidence and influence the younger generation's perception of the artistic value of a work. Conversely, a lack of social response can lead them to doubt the artistic value of a work.

Influence on Subjective Assessment: Social responses on social media can also influence the subjective assessment of the younger generation regarding the quality and artistic value of cultural art. If a work of art receives many like and positive comments, it can influence the younger generation to give a more positive assessment of the work, even if they previously held a different opinion. Conversely, a lack of positive social response can make the younger generation doubt the quality or artistic value of a work.

The influence of social responses on the subjective assessment of young generations can occur due to social and psychological effects that arise from the responses received on social media (Indriani, Rizki Nuzlan, Shofia, & Ralya, 2022). Humans naturally tend to seek validation and approval from others, and social media provides a platform that allows them to receive social responses in the form of like and comments (Triananda, Dewi, & Furnamasari, 2021). For example, imagine a young generation seeing a piece of art on social media that they have never encountered before. If the artwork receives many like and positive comments praising its beauty and uniqueness, it can influence their perception of the artwork. They may become interested and inclined to view the artwork from a more positive perspective, even if they previously had different opinions or were not particularly interested in that type of art. Positive social responses can trigger changes in their subjective assessment and make them see the artwork as something more valuable and of higher quality (Sa'diyah, Naskiyah, & Rosyadi, 2022).

Conversely, if an artwork does not receive significant positive social responses on social media, young generations may doubt its quality or artistic value. The lack of like and positive comments can convey a message that the artwork does not attract interest or is not considered valuable by others. This can affect the subjective assessment of young generations and make them doubt whether the artwork deserves appreciation or possesses adequate quality. It is important to remember that subjective assessments of cultural artworks are not solely dependent on social responses on social media. The quality and artistic value of an artwork are not determined solely by the number of like or comments received. However, in the interconnected social media environment, the influence of social responses can play a significant role in shaping

the subjective assessment of young generations toward artworks. In conclusion, social responses on social media can influence the subjective assessment of young generations regarding the quality and artistic value of cultural artworks. The abundance of like and positive comments can influence them to provide a more positive assessment, while the lack of positive social responses can make them doubt the quality or artistic value of an artwork.

However, it is important to appreciate that subjective assessments of artworks are not solely dependent on social responses on social media, and other factors should also be considered. Influence on Content Creation: Social responses on social media can also influence young generations in creating cultural art content. High numbers of like or positive comments can serve as an encouragement for them to continue producing artwork that aligns with popular preferences and trends, with the hope of receiving more positive social responses (Irla Yulia, 2023). This can affect the freedom of expression and artistic exploration, as the focus becomes more on online recognition rather than personal expression. Social responses on social media can also influence young generations to create cultural art content. High numbers of like or positive comments can serve as an encouragement for them to continue producing artwork that aligns with popular preferences and trends, with the hope of receiving more positive social responses (Tutiasri, Wibowo, & Pradana, 2023). This can affect the freedom of expression and artistic exploration, as the focus becomes more on online recognition rather than personal expression.

Young generations who are active on social media are often driven to create art content that can receive high social responses (Tutiasri et al., 2023). When their artwork receives a high number of like or many positive comments, it can provide motivation and validation to them. Positive social responses become an indicator that the artwork is accepted by the audience and relevant to ongoing trends. As a result, young generations tend to direct their creativity toward what aligns with popular preferences and trends on social media. They strive to create art content that captures interest and receives positive social responses (Agus Darmawan, 2023). This factor can influence their choices in selecting specific styles, themes, or genres that are popular among the public. However, the influence of high social responses can have an impact on freedom of expression and artistic exploration. Excessive focus on online recognition and positive social responses can restrict young generations from experimenting with new ideas or taking a more personal approach to creating art content. They may become too fixated on online recognition and overlook the personal and unique aspects of their artistic expression. For example, a talented young artist may have unique interests and ideas in creating art, but if they see that certain trends or types of content receive higher social responses, they may tend to follow the trend to gain more online recognition. This can hinder more independent artistic exploration and authentic

creativity. It is important to remember that freedom of expression and artistic exploration are essential aspects of cultural art. Young generations should be given space and support to explore their ideas without being overly focused on social responses on social media. Valuing and encouraging individual freedom of expression can enable young generations to explore, discover their own artistic identities, and produce more diverse and original cultural art content.

Although social responses on social media have a significant influence, it is important to remember that the assessment of artistic value in cultural art should not solely rely on social responses. The quality and artistic value of an artwork should be evaluated based on broader and deeper criteria, including cultural context, conveyed messages, and artistic innovation. Encouraging young generations to develop critical sensitivity toward cultural art, as well as providing more comprehensive art education, can help them understand and appreciate a more holistic artistic value that is not solely dependent on social responses on social media.

Cultural Art as Activism

Cultural art that is shareable on Instagram plays a big role in boosting social and political movements on social media. In the digital age, social media quickly spreads visually appealing and impactful cultural art worldwide (Sabina Mihelj, Adrian Leguina, 2019). This includes murals, photos, and illustrations addressing crucial social and political topics (Wiriamihardja, 2022). Such art easily goes viral on social media, especially among the younger generation, raising awareness and emotional connections to complex issues. The captivating aesthetics draw attention, sparking broader discussions and inspiring real-world actions (Baidawi, 2022). While Instagrammable cultural art contributes to movements, it's essential to remember that sustained activism requires tangible actions, participation in initiatives, and education.

Beyond influencing movements, Instagrammable cultural art on social media can reshape public perceptions and shed light on overlooked cultural diversity (Aji, Pratama, Yahya, & Studi, 2023). Through compelling visuals and powerful content, it prompts reflection and critical thinking about previously ignored or misunderstood social and political issues. This art also provides a platform for underrepresented voices and narratives, celebrating diversity and promoting inclusion. Social media facilitates global collaboration among artists and activists. Platforms serve as spaces for inspiration, idea exchange, and support. Artists from different parts of the world can collaborate on artworks addressing global issues (Komarudin, Shofiyyah, & Ulum, 2023). These collaborations are not restricted by physical boundaries, allowing diverse perspectives and styles to merge.

Additionally, social media amplifies the global reach of artists and activists, allowing them to disseminate messages, educate diverse audiences, and build larger social movements

(Mauristania Hasman, 2023). Instagrammable cultural art on social media can even influence policy changes by garnering public attention and pressure, as seen in movements like MeToo. In conclusion, Instagrammable cultural art on social media holds immense potential to drive social change, mobilize communities, and make significant impacts within social and political movements.

Development of Technology and Innovation

The rise of technology, including social media and digital innovations like augmented reality (AR) and virtual reality (VR), has significantly expanded young people's engagement with cultural art. Through platforms like social media, they can explore global art scenes, visit virtual exhibitions, and share their own creations. AR and VR technologies offer immersive experiences, allowing users to interact with art in unique ways. Social media also fosters creative expression, enabling collaboration and sharing within the digital art community. These advancements present new possibilities for the younger generation to participate actively in cultural art (Pera Wibowo Putro , Muhammad Yoga Aditia , Agus Eko Sujianto, 2023). They can contribute to campaigns like Postcards for Democracy or create diverse art forms using digital tools, as seen on platforms like TikTok. Social media acts as a space for sharing, receiving feedback, and building connections, enriching the cultural art experience (Darto & Jelahun, 2022).

However, challenges arise, such as the risk of commodifying art based on social media metrics (Rupa, 2022). The emphasis on popularity may compromise artistic integrity. To counter this, the younger generation must prioritize authenticity, diversity, and the representation of meaningful narratives in their art. They can leverage social media to voice social issues and advocate for justice, turning art into a tool for positive change. In response to the Instagrammable Culture, educational initiatives play a vital role in fostering a holistic understanding of cultural art (Ika Suryono Djunaid, 2023). By incorporating diverse cultural art forms and values into curricula, young individuals can develop a deeper appreciation for art (Andriyendi, Nurman, & Dewi, 2023). Emphasizing local traditions and encouraging collaboration through community programs can strengthen their connection to cultural heritage.

To shape a more profound perception of cultural art, emphasis should be placed on critical viewing. Young individuals should be encouraged to go beyond aesthetics, delving into the messages and contexts behind artworks (Ajeng Putri, Tedy Sutandy Komarudin, 2022). Social media, when used wisely, can be a powerful tool for promoting cultural art preservation and development. By sharing information, stories, and fostering dialogue about cultural diversity, these platforms can contribute to raising awareness and appreciation for cultural art.

CONCLUSION

In conclusion, the phenomenon of Instagrammable Culture in social media has significant implications for the younger generation's perception of cultural art. While Instagrammable art can expand accessibility and the allure of cultural art, there are challenges in maintaining diversity, authenticity, and fundamental artistic values. The younger generation needs to develop an awareness of cultural diversity, uphold the integrity of cultural art, and actively participate in its preservation and development. Education and introduction to traditional art and local culture can help enrich their holistic understanding of cultural art. Collaboration and active participation in art communities can also strengthen their connection with culture and broaden their perspectives. Strengthening artistic values and using social media wisely in context will guide the younger generation to look beyond visual aesthetics and appreciate the values, stories, and experiences embodied in cultural art. Furthermore, social media can be used as a tool to promote the preservation and development of cultural art by sharing information, highlighting stories, and encouraging in-depth dialogue about cultural diversity.

By combining education, introduction to traditional art, collaboration, strengthening artistic values, and using social media wisely, the younger generation can develop broader, deeper, and more connected perceptions of cultural art. This will contribute to the preservation, development, and appreciation of cultural art diversity while ensuring the upholding of fundamental artistic values in the era of "Instagrammable Culture" and the advancement of social media technology.

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