

## Cognitive Behaviour of Bengkayang Students in Using Instagram

Ester Dita Oktaviani Siregar<sup>1✉</sup>, Desi<sup>2</sup>, & Michael Bezaleel<sup>3</sup>

<sup>12</sup>Nursing Science Study Program, Faculty of Medicine and Health Science,  
Universitas Kristen Satya Wacana, Salatiga, Indonesia

<sup>3</sup>Visual Communication Design Study Program, Faculty of Information Technology,  
Universitas Kristen Satya Wacana, Salatiga, Salatiga, Indonesia

✉Jl. Kartini No. 14 A, Kec. Sidorejo, Salatiga, Indonesia

✉esterditaoktaviansiregar@gmail.com

---

### Article Info

#### Article History

Received:  
Feb 2021  
Accepted:  
June 2021  
Published:  
July 2021

#### Keywords:

*Cognitive, Behavior, Social  
Media Instagram,  
Bengkayang Students*

---

### ABSTRACT

Social media can be a friend since it is easy to use means of communication. Instagram is the most popular social media and has active users from various age groups. It has been reported that Instagram can affect users' cognitive behaviour, leading to changes in their behaviour. The person's knowledge influences a person's behaviour, and social media usage may change a person's knowledge. This study describes cognitive behaviour and social media (Instagram) in students from Bengkayang, West Kalimantan. Quantitative method with a cross-sectional study approach was employed for the study. Respondents in the study are students of Satya Wacana Christian University, which originated from Bengkayang, West Kalimantan. The research employed purposive sampling of 39 respondents. The data was collected using an instrument Cognitive Behavior of Instagram Use. Analysis of statistical test data was done using Simple Regression Technique through the SPSS version 20. The results showed a significance value of  $0,000 < 0,05$ , which indicates that the cognitive behaviour of Bengkayang students influences their use of Instagram. The identified influence was more towards a positive direction since the respondents could control when using Instagram. There is a positive correlation between cognitive behaviour and social media use. In turn, this means that respondents use Instagram positively.

© 2021 Politeknik Negeri Bali

---

### INTRODUCTION

Nowadays, social media makes it easy for its users. Various facilities are used to meet the needs of users or achieve specific goals. Social media invites users to participate in providing contributions and feedback openly actively. In addition, users can actively comment and share information. Furthermore, social media does not recognise the boundaries of time and space because users can socialise anytime and anywhere and do not need to spend large amounts of energy or costs because they do not meet face-to-face (Novianti et al., 2020). These various

conveniences have an impact on the number of social media users in Indonesia. Hootsuite data shows that 59% of the population in Indonesia is active users of social media (Kemp, 2020).

The research entitled the use of social media by digital natives was conducted by (Supratman, 2018). In the discussion, social media is used to fulfil needs such as finding information that can help with college assignments or other information as per the needs of its users. In addition, social media also increases cognitive knowledge through joining other social media users in a community. However, negative aspects are also felt by users, especially from the health and psychological aspect. These negatives effects include neck pain or eye irritation due to prolonged use of the internet, feel offended at being ignored by relatives who are more focused on smartphones, and much consumption of hoax news scattered on social media. Other studies also explain that the use of social media often interferes with a person's learning process. For example, when a notification appears from social media during learning, users can easily get distracted, and the learning carried out becomes disturbed (Azizan, 2016). So that indicates inappropriate cognitive behaviour.

Instagram is one of the most used social media platforms today; according to Hootsuite data, we are social (Kemp, 2020). Social media, i.e. Instagram in Indonesia, is in fourth place with 79% of users. Instagram, which at the beginning served as a media for self-exploration in the form of photo uploads. According to the history of the name from Instagram, where social interaction is carried out through photos, communication is done between users by liking photos, giving a caption, and leaving a comment on uploaded photos (Putri, 2016). Furthermore, Instagram allows users to have followers and knows the number of followers. The number of followers, likes, comments can be a measure of a person's Instagram fame so, activities in using Instagram can be a media for self-existence (Mahendra, 2017). From a psychological point of view, Instagram is more intended to show someone's identity. So, Instagram can be used as a social media that displays photos and videos (visual symbols) to compare a realistic self with the photo version as a form of self-visualisation (Sosiawan & Wibowo, 2019). In its development, Instagram has undergone many changes in appearance, features, functions, and systems. Therefore, social media activities that focus on self-exploration can significantly influence and lead to dependence on their use.

Based on the explanation above, Instagram can certainly affect a person's attitude and behaviour. Someone can change to be more creative and have an attractive appearance, but they also show their belongings. Currently, Instagram is used as a medium for competition because it wants to get recognition from the virtual world compared to the real world. Posting photos or videos only want to get likes or comments from Instagram social media users, so users can experience addiction to be unable to control themselves to limit their use of social media (Ulfa, 2019). This has an impact on disruption of the work being done. According to (Kurnia et al., 2018), understanding cognitive is a person's learning process based on an urge or desire by observing, imagining, assessing, or paying attention to something that can affect individual behaviour. Behaviour is the emergence of an activity caused by a stimulus, directly or indirectly (Afnibar & Fahjriani, 2019). The emergence of behaviour in a person is influenced by cognition. The individual knows that there is a stimulus (stimulation) that can form new knowledge so that an inner response appears in the form of an attitude towards the object. The object is known and fully realised and produces an action or behaviour (Hartono, 2016).

This research was conducted to answer the questions of firstly, how the cognitive behaviour of students from Bengkayang who actively use social media Instagram gets affected. Then secondly, whether there is a significant relationship between Instagram social media use and cognitive behaviour, seen from some parts, namely positive impacts, negative impacts, existence self, and media communications. So that the purpose of this research is to describe cognitive behaviour and the relationship between cognitive behaviour and Instagram social media use for students from Bengkayang, West Kalimantan, who received a scholarship from the local government.

This determination of respondents in the study argues that they are students who receive the facilities such as the cost of education, the cost of housing, and the cost of meals if they must defend academic achievement each semester. So, hook it with it then already deservedly, students have good behaviour and cognitive coverage to use and utilise their social media wisely.

## **METHODS**

### **Research Design**

The method used in the study is quantitative research, with a descriptive quantitative approach to describe interrelationships variable, namely the cognitive behaviour of students from Bengkayang, West Kalimantan studying at Satya Wacana Christian University when using social media.

### **Population and Sample**

The criteria for respondents were Bengkayang students who received scholarships and were willing to participate in research. The results showed that 93 people were willing to participate in research, and only 39 respondents answered Instagram as the most frequently used social media (42%).

### **Data Collection**

Data was collected using the Cognitive Behavior Usage instrument Instagram in the form of google form, which was shared in a link. Respondents will fill out the questionnaire via the link given. Cognitive behaviour includes Positive Impact, Negative Impact, Self-Existence, and Communication Media, as well as the use of Instagram researchers, reliability developed the tool, and validity tests were also conducted. Cronbach alpha value for the reliability test of the Cognitive Behavior questionnaire obtained a value of 0.916, and the validity value ranged from 0.372 to 0.742. In contrast, the Instagram Usage questionnaire has a Cronbach alpha value of 0.664, and the validity value ranges from 0.567 to 0.728. Therefore, both were considered valid and reliable. Research has also been conducted with ethical tests number 281 / PE /KEPK.UKSW. The time of the study was from July to September 2020.

### **Data Analysis**

The data that has been collected is divided into four parts, scoring and analysing use the statistical test analysis of the SPSS program version 20 simple regression technique which aims to test the extent of the causal relationship between variables, with a significance value  $<0,05$ .

## RESULTS AND DISCUSSION

The results of this study are divided into several sub-topics, including respondent profile, Instagram usage, cognitive behaviour, and the relationship between Instagram use and cognitive behaviour.

### Respondents Profile

Based on the data collection results of students from Bengkayang, West Kalimantan studying at Satya Wacana Christian University, profile data is obtained from 39 respondents. Respondent profiles consist of gender and age.

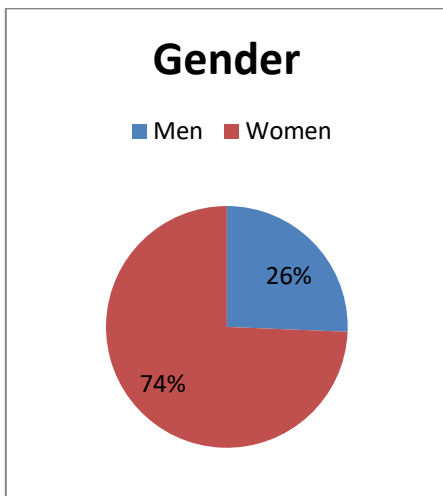


Chart 1: Respondents' Gender

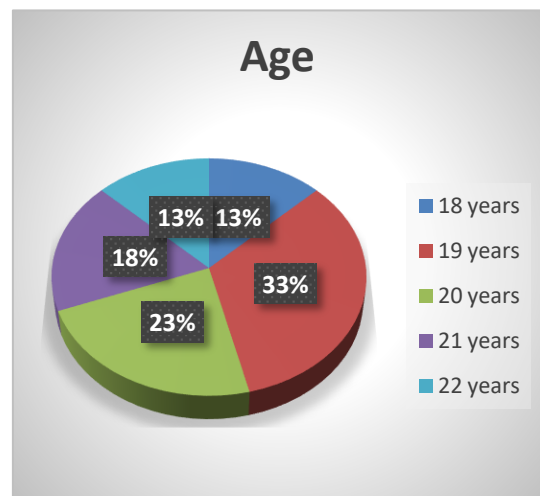


Chart 1: Respondents' Age

Respondents in this study were dominated by women having more than 70% or a total of 29 respondents out of 39. In the age category, most respondents were 19 years old, i.e., 13 respondents.

### Use of Instagram

The results obtained from the tool use of Instagram are analysed into several parts, namely Frequency Level, Time Spent in a Day, and Instagram Usage Categories.

Table 1 below shows the frequency to open or use Instagram on respondents, namely once in an hour, is as much as 44%, and total spend time using Instagram is 1 - 3 hours by 43%. In addition, Instagram usage categories show that 44% of respondents are in the moderate category with a score of 8 - 10, which indicates that respondents can control their use of Instagram.

Category of use is closely related to a person's addictive activity on social media owned, in this case, Instagram. Someone who accesses social media, especially Instagram, can feel a sense of pleasure within him/herself so that it is possible to carry out various activities using Instagram (Dalila et al., 2021). Shim, Shin, and Lin (2017) in Rahardjo et al. (2020) argue that overuse of social media leaves someone vulnerable and addicted to using social media. Dependency leads to the duration of use, and the frequency of use is how often used in a day. Consequently, social media shows signs of experiencing social media problems and addiction aside from the frequency

and intensity. However, the effect of social media can be positives if someone can control their use.

Instagram Use	Number of respondents (n = 39)	
	Score	%
Frequency Level		
<b>Once an hour</b>	17	44
Every two hours	11	28
Every four hours	6	15
Every eight hours	4	10
Every twelve hours	1	3
Time Spent in a Day		
< 1 hours	10	26
<b>1-3 hours</b>	17	43
>3 hours	12	31
Instagram Usage Categories		
5 – 7 (Low)	13	33
<b>8 – 10 (Moderate)</b>	17	44
11 – 13 (High)	9	23

Table 1: Instagram Use among Respondents

The study showed that the time spent using Instagram in a day is one to three hours. It supported the results of a previous study (Agianto et al., 2020). The use of Instagram for adolescents aged 12-21 years as much as an hour is categorised as good since they are not considered to spend too much time accessing Instagram. Instagram usage categories are moderate. Respondents use Instagram only to fill their spare time but still control usage. The results of this study supported by this research finding (Nurhanifa, Widiati, & Yamin, 2020) entitled “Self-Control in the Use of Social Media in Adolescents” explains that the respondents’ self-control is in the moderate category when using social media. Respondents have sufficient self-control abilities in the use of social media; control indicates that there are efforts to control cognitive decisions and behaviours in the use of social media. Respondents use social media Instagram in their free time or are bored, wanting to look more at something fun or entertaining (Syahreza & Tanjung, 2018). Most of the time when using social media is in the moderate category, which describes the attention and time spent using media social as still within reasonable limits.

### **Cognitive Behavior**

Research results of cognitive behaviour are divided into several parts, i.e., positive impacts, negative impacts, self-existence, and media communication.

The results showed that 55% of respondents agreed that cognitive behaviour when using Instagram had a positive impact and 44% of respondents disagree that the use of Instagram has a negative impact, Instagram can affect existence 50% of respondents disagree with the statement, and 63% of respondents disagree with Instagram as a media communicate.

Categories	Number of respondents (n=39)							
	Positive Impacts	%	Negative Impacts	%	Existence of Self	%	Media Communication	%
Totally Agree	56	16	23	6	10	5	3	4
Agree	194	55	127	32	60	31	13	17
Disagree	91	26	171	44	98	50	49	63
Totally Disagree	10	3	69	18	27	14	13	16

Table 2: Distribution of Cognitive Behavior

### Positive Impacts

The use of Instagram includes ease of access and use, as a medium of entertainment, getting much information on various topics, updates, and more interesting as you wish. The amount of information on Instagram can add to general knowledge, politics, knowing trending events, or tutorials such as cooking, fashion, makeup, and many other positive things that everyone can do according to the content they like (Asmary, 2018). Benefits felt by users and the amount of information obtained can be used as entertainment in photos and videos of funny memes or events experienced by someone uploaded on Instagram. Currently, entertainment is not only obtained when visiting a tourist place or travelling but it can also be obtained online, one of which is through social media, namely Instagram. Feelings of sadness, stress, boredom can be felt by anyone who experiences an unpleasant situation; one of the easy efforts is to use social media as a medium of entertainment (Asmary, 2018). Similar statements were also made through research (Dewi & Avicenna, 2020). The use of Instagram social media for entertainment only fills the time. It looks for various kinds of unique, creative, or characteristic educative that can attract users is easily accessible to users. It can be used as a discussion topic or chat among users. Respondents in the study also felt a positive impact; as explained above, they positively impact when using Instagram, so it can be concluded that Instagram social media positively impacts its users.

### Negative Impacts

Negative impacts can appear if the user is not able to use them wisely. For example, being easily consumed by the news that cannot be justified (hoax), poor time management, lack of direct social interaction with the surrounding environment, wasteful due to internet data, addiction, and can affect eye health and other physical conditions (Mahendra, 2017). The most frequent impact on Instagram users, they cannot control themselves when accessing Instagram every day which can cause him to be separated from the surrounding environment and neglect his responsibilities in his daily life (Yurindah et al., 2019). The negative impacts described above not felt by respondents in the research have been made because the positive impacts they get are more and can limit the use of Instagram within a reasonable time limit. This research is the same as research (Warsita et al., 2016) that FIA UHO Students do not feel the negative impact of using Instagram because they feel more about the benefits of Instagram.

### Self-Existence

Someone who often uses social media (Instagram) when uploading photos or videos hopes to get a positive response from their followers. This positive response can be measured by the number of likes, comments, or the increase in followers on the account. Instagram is widely used by students who make it a medium for communicating or interacting with other people, from this

interaction process can affect their self-existence because it creates a sense of satisfaction in themselves (Rejeki et al., 2020). Not infrequently, its users frequently update their activities of life. They want to be seen as a trend or exist. Nevertheless, the statement is not following the results of the research that has been done. This is evidenced by some respondents who disagree that Instagram is a medium to show self-existence, evident from the number of likes, comments, or followers on the account.

Everyone's perception of one's existence is different, and the way of proving it is different. Scholarships students from Bengkayang who get scholarships from the local government, of course, must maintain the GPA (Grade Point Average) score so they can still get the scholarship. It can show that their existence can maintain or increase the value of GPA, which shows the best ability from the academic side. Existence can be interpreted that others recognise its existence. When its existence is recognised, it will be a matter of pride (Mahendra, 2017). Someone shown through social media is not related to social media because social media is not the only way to present a positive self and increase self-confidence (Rejeki et al., 2020). Social media should not easily influence users because users decide and determine the use of social media as a place to find the desire for entertainment and information.

### **Media Communicate**

The direct message feature on Instagram can be used to communicate with the user, so it is often easier for someone to contact via Instagram directly than social media, which is more focused on sending messages. However, this is not the case with the research findings, which explain the respondents disagree with the direct message feature as media communicate because students from Bengkayang are facilitated by a place to live, namely a dormitory. Living in the same environment makes it easy to contact each other because they can meet the person directly. The direct message features have limitations in sending files or documents compared to other social media. The characteristic of Instagram is social media that focused on a photo or video content. Instagram as a communication medium can connect even closer distances. Strangers can become familiar and without having to interact directly. (Riko et al., 2020) explain that social media is used as a technology that makes communication more accessible, but not all are communicated through social media. Communication has two types of responses, one type of response, namely nonverbal, which does not explain accurate and precise responses to the interlocutor when communicating, leading to misunderstanding (Ristianana, 2018).

### **Relationship Between Instagram Use and Cognitive Behavior**

To determine the relationship between Instagram use and cognitive behaviour, a relationship test was carried out using Simple Regression Technique. There is a significant relationship if the significance value is smaller than the significance level of 0.05.

Model		Sum of squares	df	Mean square	F	Sig.
1	Regression	3183,388	1	3183,388	46,786	0,000
	Residual	2789,682	41	68,041		
	Total	5973,070	42			

Table 3: Simple Regression

The table of the simple regression statistical test results shows that there is a correlation between social media use and cognitive behaviour. While the correlation coefficient concluded to correlate the positive. This means that the higher the use of social media, the higher or better the cognitive behaviour. This is possible because the social media (Instagram) owned is used for the positive.

The use of Instagram can have benefits if it is used effectively, which is influenced by cognitive behaviour. Cognitive behaviour, an action that comes from the mindset to add, seek knowledge or information to understand the state of the surrounding environment. According to (Sari & Basit, 2020), perceptions, thoughts, and cognitive beliefs can shape behaviour. The process of forming behaviour that was previously stimulated so that it can increase one's cognitive behaviour. The psychophysiological response that occurs in a person is influenced by an event, which causes cognitive assessments and stimuli based on the events.

The process of forming one's cognitive behaviour can be influenced when using Instagram. Unconsciously it will find out the benefits it brings. In finding out the benefits, it is influenced by cognitive needs. Cognitive needs are closely related to adding information or knowledge about environmental conditions because they desire to understand their environment (Prihatiningsih, 2017). Instagram has many features or content that are interesting, entertaining, and can educate its users. These benefits can lead to a person's cognitive process, which then forms a behaviour. This behaviour can lead in a positive direction, or it can also be in a negative direction depending on how the user responds to it. Someone with positive cognitive behaviour can use social media (Instagram) effectively without being dependent or addicted to social media because social media functions as complementary media.

## **CONCLUSION**

The study has found a significant relationship between cognitive behaviour and social media use. It has been identified that Instagram has a relationship category in a positive direction. This shows that the higher the level of Instagram usage, the higher it affects cognitive behaviour. Thus, cognitive behaviour leads in a positive direction, indicating that students from Bengkayang use Instagram without abuse, even though the time to use Instagram is high".

For further research, the research results can deepen research such as knowing the cognitive behaviour situation in students who get the nickname "selebgram" or celebrity (well-known) Instagram. They live their daily lives because they are always in touch or interact with Instagram. As "selebgram", they need to be connected all the time, creating content to produce work or achieve specific goals.

## **ACKNOWLEDGEMENTS**

- The author would like to thank the Bengkayang scholarship student caretaker, Mr Herry Sanoto, S.Si., M.Pd, who are willing to help with the research.
- The authors would like to thank the Bengkayang scholarship students who were willing to become respondents so that this research went well.



- To the first adviser, Mrs Ns. Desi S.Kep., MSN and second adviser, Mr Michael Bezaleel, S.Kom., M.CS who have guided from the initial process to the final stage, the authors would like to thank you.

## REFERENCES

- Afnibar, Fajhriani, D. N. (2019). Perilaku Stalking Remaja Zaman Now Dalam Bingkai Teori Behavior (Studi terhadap Mahasiswa UIN Imam Bonjol Padang). *Jurnal Bimbingan Dan Konseling*, 3(2), 10–23.
- Agianto, Rifqi., Setiawati, Anggi., Firmansyah, R. (2020). Pengaruh Media Sosial Instagram Terhadap Gaya Hidup Dan Etika Remaja. *Jurnal Teknologi Informasi Dan Komunikasi - TEMATIK*, 7(2), 130-139.
- Asmary, F. M. W. (2018). *Peran Instagram Di Kalangan Mahasiswa Angkatan 2015 Fakultas Ilmu Sosial Universitas Negeri Makassar* [Thesis (Diploma), Universitas Negeri Makassar]. Repository. <http://eprints.unm.ac.id/id/eprint/9871>
- Azizan, H. (2016). Pengaruh Kepercayaan Diri Terhadap Ketergantungan Media the Influence of Self-Confidence in Social Media Dependence on Students. *Bimbingan Dan Konseling, Fakultas Ilmu Pendidikan.*, 5(6), 1–10.
- Dalila, Firda., Putri, Mutiara A., Harkina, P. (2021). Hubungan Antara Intensitas Penggunaan Media Sosial Instagram Dengan Harga Diri. *Jurnal Psikologi Malahayati*, 3(1), 47–55.
- Dewi, W. W. A., & Avicenna, F. (2020). Social Media Marketing: Consumer Behavior on The Cruelty-Free Concern of Beauty Brand. *Jurnal Ilmu Komunikasi*, 17(1), 95. <https://doi.org/10.31315/jik.v17i1.2379>
- Hartono, D. (2016). *Modul Bahan Ajar Cetak Keperawatan: Psikologi* (1st ed.). Jakarta: Kemenkes.
- Kemp, S. (2020, February 18). Digital 2020: Indonesia [Datareportal]. Accessed from <https://datareportal.com/reports/digital-2020-indonesia>
- Kurnia, N. D., Johan, R. C., & Rullyana, G. (2018). The Correlation between Instagram Social Media Usage and Competency of Media Literacy at UPT National Institute of Technology Library. *EduLib*, 8(1), 1–17.
- Mahendra, B. (2017). Eksistensi Sosial Remaja dalam Instgram. *Jurnal Visi Komunikasi*, 16(01), 151–160.
- Novianti, E., Ruchiyat Nugraha, A., Komalasari, L., Komariah, K., & Rejeki, S. (2020). Pemanfaatan Media Sosial Dalam Penyebaran Informasi Program Pemerintah (Studi Kasus Sekretariat Daerah Kabupaten Pangandaran). *AL MUNIR : Jurnal Komunikasi Dan Penyiaran Islam*, 11(1), 48–59. Retrieved from <https://ejournal.uinib.ac.id/jurnal/index.php/almunir>
- Nurhanifa, A., Widiyanti, E., & Yamin, A. (2020). Kontrol diri dalam penggunaan media sosial pada remaja. *Jurnal Ilmu Keperawatan Jiwa*, 3(4), 527–540. Retrieved from <https://journal.ppnijateng.org/index.php/jikj/article/download/727/374>
- Prihatiningsih, W. (2017). Motif Penggunaan Media Sosial Instagram Di Kalangan Remaja. *Communication*, 8(1), 51. <https://doi.org/10.36080/comm.v8i1.651>
- Putri, E. (2016). Foto Diri, Representasi Identitas Dan Masyarakat Tontonan Di Media Sosial Instagram. *Jurnal Pemikiran Sosiologi*, 3(1), 80. <https://doi.org/10.22146/jps.v3i1.23528>
- Rahardjo, W., Qomariyah, N., Andriani, I., Hermita, M., & Zanah, F. N. (2020). Adiksi Media Sosial pada Remaja Pengguna Instagram dan WhatsApp: Memahami Peran Need Fulfillment dan Social Media Engagement. *Jurnal Psikologi Sosial*, 18(1), 5–16. <https://doi.org/10.7454/jps.2020.03>
- Rejeki, S., Komalawati, E., & Indriyanti, P. (2020). Penggunaan Instagram Terhadap Citra Diri Mahasiswa. *LUGAS Jurnal Komunikasi*, 4(2), 105–116. <https://doi.org/10.31334/lugas.v4i2.1225>
- Riko., Lestari, Fibria Anggraini Puji., Lestari, I. D. (2020). Penggunaan Media Sosial Sebagai Media Pembelajaran Di Sekolah Menengah Pertama. *JCES (Journal of Character Education Society)*, 3(2), 258–266.
- Ristiana, U. N. (2018). Hubungan Antara Intensitas Penggunaan Media Sosial Dengan Komunikasi Interpersonal Siswa Sman 1 Depok Sleman D.I Yogyakarta. *Jurnal Transformatif*, 2(2), 170–186.
- Sari, D. N., & Basit, A. (2020). Media Sosial Instagram Sebagai Media Informasi Edukasi. *Persepsi: Communication Journal*, 3(1), 23–36. <https://doi.org/10.30596/persepsi.v3i1.4428>
- Sosiawan, E. A., & Wibowo, R. (2019). Model dan Pola Computer Mediated Communication Pengguna Remaja Instagram dan Pembentukan Budaya Visual. *Jurnal Ilmu Komunikasi*, 16(2), 147. <https://doi.org/10.31315/jik.v16i2.2698>

- Supratman, L. P. (2018). Penggunaan Media Sosial oleh Digital Native. *Jurnal ILMU KOMUNIKASI*, 15(1), 47–60. <https://doi.org/10.24002/jik.v15i1.1243>
- Syahreza, M. F., & Tanjung, I. S. (2018). Motif Dan Pola Penggunaan Media Sosial Instagram di Kalangan Mahasiswa Program Studi Pendidikan Ekonomi UNIMED. *Jurnal Interaksi*, 2(1), 61–84.
- Ulfa, N. F. (2019). *Dampak Penggunaan Instagram Terhadap Gaya Hidup Remaja (Studi Pada Siswa-Siswi MTsN Model Banda aceh)* [Doctoral dissertation, UINAr-Raniry Banda Aceh]. Repository. <https://repository.ar-raniry.ac.id/id/eprint/9358/1/fixss.pdf>
- Warsita, D., Tarifu, L., Sirajuddin. (2016). Dampak Instagram Terhadap Perilaku Mahasiswa Fakultas Ilmu Administrasi Universitas Halu Oleo Kendari. *Jurnal Penelitian Kajian Ilmu Komunikasi Dan Informasi*, 1(2). <http://dx.doi.org/10.52423/jikuho.v1i2.1432>
- Yurindah., Narti, Sri., I. (2019). Motif Pengguna Media Sosial Dalam Mengunggah Instagram Story (Studi Fenomenologi Pada Anggota Sanggar Arastra di Kota Bengkulu). *Jurnal Professional FIS UNIVED*, 6(1), 61-71.