ABSTRAK

Penelitian ini bertujuan untuk menganalisis peran citra influencer di media sosial Instagram terhadap pembentukan konsep diri remaja serta mengkaji fenomena tersebut dalam perspektif antropologi psikologi aspek kultural. Penelitian ini menggunakan metode kualitatif dengan pendekatan etnografi digital (netnografi), yaitu pendekatan yang digunakan untuk memahami perilaku, interaksi, pengalaman, serta nilai budaya yang terbentuk dalam lingkungan digital. Penelitian dilakukan di SMA Negeri 1 Lhokseumawe dengan melibatkan lima informan kunci dan tiga informan pendukung. Teknik pengumpulan data dilakukan melalui wawancara, observasi, dokumentasi, serta triangulasi data. Hasil penelitian menunjukkan bahwa citra influencer menjadi salah satu referensi bagi remaja dalam membentuk konsep diri, terutama dalam aspek kecantikan, gaya hidup, prestasi, kreativitas, penampilan, dan personal branding. Proses tersebut berlangsung melalui imitasi, identifikasi, dan internalisasi nilai yang ditampilkan influencer. Interaksi berupa likes, komentar, dan followers juga menjadi bentuk validasi sosial yang memengaruhi penilaian remaja terhadap dirinya. Pengaruh influencer memberikan dampak positif berupa peningkatan rasa percaya diri, kreativitas, motivasi, dan pengembangan diri, namun juga dapat menimbulkan perbandingan sosial, tekanan untuk tampil ideal, serta ketergantungan terhadap validasi sosial. Dalam perspektif antropologi psikologi, Instagram menjadi ruang budaya digital tempat remaja mempelajari dan menginternalisasi simbol serta nilai yang berperan dalam pembentukan identitas dan konsep diri. Dengan demikian, konsep diri remaja bersifat dinamis dan terbentuk melalui interaksi antara pengalaman pribadi, lingkungan sosial, dan budaya digital.

Kata kunci: citra influencer, konsep diri, remaja, instagram, antropologi psikologi, netnografi.

ABSTRACT

This study aims to analyze the role of influencer image on Instagram in the formation of adolescents' self-concept and to examine this phenomenon from the perspective of psychological anthropology, particularly its cultural aspect. This study employs a qualitative method using a digital ethnography (netnography) approach, which is used to understand behaviors, interactions, experiences, and cultural values formed within digital environments. The research was conducted at SMA Negeri 1 Lhokseumawe, involving five key informants and three supporting informants. Data were collected through interviews, observations, documentation, and data triangulation. The results show that influencer images serve as one of the references for adolescents in forming their self-concept, particularly in terms of beauty, lifestyle, achievement, creativity, appearance, and personal branding. This process occurs through imitation, identification, and internalization of the values presented by influencers. Interactions through likes, comments, and followers also serve as forms of social validation that influence adolescents' perceptions of themselves. Influencer influence may have positive effects, such as increased self-confidence, creativity, motivation, and self-development, but may also lead to social comparison, pressure to maintain an ideal appearance, and dependence on social validation. From the perspective of psychological anthropology, Instagram serves as a digital cultural space where adolescents learn and internalize symbols and values that contribute to the formation of identity and self-concept. Thus, adolescents' self-concept is dynamic and shaped through the interaction of personal experiences, social environments, and digital culture.

***Keywords**: influencer image, self-concept, adolescents, instagram, psychological anthropology, netnography*