Instagram Dramaturgy and Social Religious Behavior of Students

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Abstrak

Penelitian ini bertujuan untuk mengeksplorasi dampak penggunaan Dramaturgi Instagram terhadap perilaku sosial keagamaan mahasiswa di era digital. Platform media sosial, terutama Instagram, telah menjadi panggung virtual di mana mahasiswa memainkan peran-peran sosial mereka, termasuk dalam konteks identitas keagamaan. Studi ini bertujuan untuk memahami bagaimana mahasiswa menggunakan Instagram untuk membentuk, mengekspresikan, dan mengelola identitas keagamaan mereka, serta dampaknya terhadap interaksi sosial dan persepsi keagamaan.Metode penelitian yang digunakan melibatkan analisis konten terhadap akun Instagram mahasiswa yang secara eksplisit mengekspresikan identitas keagamaan mereka. Data yang dianalisis mencakup pemilihan foto, caption, hashtag, dan interaksi sosial. Penelitian ini juga melibatkan wawancara mendalam dengan sejumlah mahasiswa untuk mendapatkan wawasan tentang pengalaman dan pemikiran mereka terkait dramaturgi keagamaan di Instagram.Temuan penelitian menunjukkan bahwa mahasiswa menggunakan Dramaturgi Instagram secara aktif untuk menciptakan narasi keagamaan yang sesuai dengan nilai-nilai dan keyakinan mereka. Mereka memilih konten yang mencerminkan aktivitas keagamaan, berbagi kutipan agama, dan terlibat dalam interaksi sosial dengan komunitas keagamaan di platform tersebut. Dampak dari dramaturgi keagamaan ini juga mencakup pengaruh terhadap persepsi dan pemahaman mahasiswa terhadap nilai-nilai keagamaan.

Kata Kunci: Prilaku sosial, Mahasiswa, Keagamaan

Abstract

This research aims to explore the impact of using Instagram Dramaturgy on students' socio-religious behavior in the digital era. Social media platforms, especially Instagram, have become virtual stages where students play their social roles, including in the context of religious identity. This study aims to understand how students use Instagram to form, express and manage their religious identity, as well as its impact on social interactions and religious perceptions. The research method used involves content analysis of student Instagram accounts that explicitly express their religious identity. The data analyzed includes photo selection, captions, hashtags and social interactions. This research also involved in-depth interviews with a number of students to gain insight into their experiences and thoughts regarding religious dramaturgy on

Instagram. Research findings show that students use Instagram Dramaturgy actively to create religious narratives that are in line with their values and beliefs. They select content that reflects religious activities, share religious quotes, and engage in social interactions with religious communities on the platform. The impact of religious dramaturgy also includes the influence on students' perceptions and understanding of religious values.

Keywords:*Social behavior, Students, Religion*

INTRODUCTION

Technological advances have led humans to create new forms of interacting and socializing, one of which is communication technology innovation in the form of social media. As an effective means of communication, social media plays a very important role in daily social activities in society. Communication technology is very important in the information society, because this technology makes it easier for people to exchange information with other people through computer-based communication systems. Some people call these communication systems new communication technology, new media, or interactive communication.(Sahaja 2018a)New media tends to be associated with the internet, because the internet is considered to cover many things that print and electronic media cannot. This is different from direct interaction between individuals where physical proximity is required between the communicators.(Suwahyu 2017)

With the internet, all information can be communicated instantly and globally. This technology has opened the world's eyes to the birth of new interactions and can give birth to both positive and negative sides. The desire to communicate, information and knowledge freely without the limitations of race, nation, geography, class and other boundaries is the philosophical basis for the emergence of the internet as a communication and information technology. Internet media can also indirectly change a person's perspective on their life.(et al 2018)

The development of information and communication technology, especially through social media platforms such as Instagram, has had a significant impact on people's social behavior, including students. Instagram, as one of the most popular social media platforms today, gives users the ability to share their everyday images, videos and stories with ease. However, in its use, Instagram is

not just a tool for social interaction, but also creates a virtual stage where users can play certain roles in online life.(Sahaja 2018b)

Excessive attitudes in using social media Instagram can change students' socio-religious behavior. Wanting to continue to appear ideal in front of the public with the aim of showing one's social status but not in accordance with reality, is a hypocritical attitude in Islamic teachings. Islam itself prohibits its adherents from being hypocritical.(Shihab 2020). As explained in the Qur'an:

$$بَشِّرِ الْمُنٰفِقِيْنَ بِاَنَّ لَهُمْ عَذَابًا اَلِيْمًا ۟ ١٣٨$$

It means: "Give the 'good' news to the hypocrites that indeed for them is a very painful punishment." ”*(QS An Nisa 138)*

Dramaturgy, in this context, refers to the study of how individuals play out their social roles in everyday life, both in face-to-face interactions and on social media. Instagram, with its features such as photo filters, captions, and temporary stories, provides users with the opportunity to construct narratives about their lives in a highly controlled and carefully chosen way. In this case, Instagram dramaturgy is an interesting phenomenon that can provide deep insight into how students construct and maintain their social and religious identities in a digital context.(Dwi 2018)

Additionally, research on Instagram dramaturgy and the socio-religious behavior of college students can provide valuable information for educational institutions, religious groups, and even mental health practitioners. Educational institutions can use these insights to develop a more holistic approach to religious education and student well-being. Religious groups can understand how they can use social media to build inclusive and supportive communities. On the other hand, mental health practitioners can utilize this information to identify potential identity conflicts and provide better support to students in dealing with social and religious stress.(W 2019)

On the other hand, religion is an important aspect in the lives of many individuals, including students. College students are often faced with the challenge of combining their religious identity with their social and digital lives. In this context, Instagram is not only a tool for sharing religious values, but also creates a space where students can express their religion through photos, quotes, and interactions with their religious communities.(Anon 2021)

However, although Instagram provides the possibility to express religious identity, the platform also has the potential to generate internal conflict. How students play out their religious roles on Instagram, how they construct their religious narratives, and how these interactions on social media influence their understanding of religion and social identity are questions that need to be understood more deeply.

Students as a digitally connected social group use Instagram to build complex religious narratives. They face pressure to create an image that conforms to religious norms, while maintaining their interest in modern social life and culture. This phenomenon raises deep questions about how students construct their religious dramaturgy on social media, especially on a platform as popular as Instagram.(Desa, Serai, and Perspective 2022)

Through Instagram dramaturgy, students have complete control over how they are seen by others in a religious context. They can choose content that is in line with their religious values, design messages that support their religious beliefs, and manage social interactions in accordance with their religious norms. However, behind this appearance, there may be an internal conflict between self-expression and the social and religious demands they face.(Dewi, R 2018)

In this context, research on Instagram dramaturgy and students' socio-religious behavior becomes relevant and important to conduct. Through this research, new insights can be found about how students manage religious identity in the digital era, as well as understanding the impact of Instagram as a social media platform on social and religious constructions in life.

Based on data obtained from the Indonesian Internet Service Providers Association (APJII), internet users in Indonesia in 2020 reached 175.4 million out of Indonesia's total population of 272.1 million people. Meanwhile, according to We Are Social data, in 2020 social media users in Indonesia reached 160 million people, which means more than 50% of the total population in Indonesia. Then in 2022, data obtained from We Are Social shows that the number of active social media users in Indonesia was 191 million people in January. This number has increased by 12.35% compared to the previous year which was 170 million people. However, growth has fluctuated from 2014-2022. The highest increase in the number of social media users reached 34.2% in 2017. However, this increase slowed to 6.3% last year. The numbers have only increased again this year. Meanwhile, WhatsApp is the social media most widely used by Indonesian people. The percentage was recorded at 88.7%. After that there are Instagram and Facebook with percentages of 84.8% and 81.3% respectively. Meanwhile, the proportion of TikTok and Telegram users is 63.1% and 62.8% respectively. From this data, it can be seen that the number of Instagram social media users in Indonesia continues to increase from year to year.(Gregorius Genep Sukendro, Nigar Pandrianto, Roswita Oktavianti 2022)

So deepAn in-depth understanding of Instagram dramaturgy and students' socio-religious behavior can provide insights for researchers, religious practitioners and educators. Researchers can use these findings to explore the impact of social media on college students' religious identity and moral values. Religious practitioners can utilize this knowledge to understand how students interact with religious teachings in digital contexts and strengthen their religious communities through social media. Educators, on the other hand, can design educational programs that support the development of a balanced and inclusive religious identity in an ever-evolving digital world. Thus, this research provides a strong foundation for understanding the complex dynamics between Instagram dramaturgy and students' socio-religious behavior in this changing context.

METHOD

This study uses qualitative research methods to explore, understand and analyze realityInstagram dramaturgy and socio-religious behavior towards students(Creswell 2012). This qualitative research uses a phenomenological approach with multiple cases to explain the concept of phenomena based on experiences based on individuals in natural situations (Sugiyono 2016). Multiple case is a study to discuss specific case studies in understanding the issue well. This approach develops and refines existing theories by comparing the cases/problems studied. This approach pays attention to mobilizing politics in the digital space by referring to the question word 'how' (Putra 2013).

This study focuses on the digital space of the Instagram media platform, because this media is one of the most popular regarding social issuesInstagram dramaturgyin the current era.Instagram dramaturgyThis has indirectly changed the structuresocial religious behavior in students.

This study obtained data from a platform of religious figures determined by the researcher based on the criteria prepared by the researcher as follows: 1) Looking at the content 2) Looking at the followers. and 3) view public comments. The informants above are considered to meet the criteria for obtaining primary data obtained directly from digital platforms as research subjects studied using social action theory, and previous research to obtain a conclusion.

RESULTS AND DISCUSSION

1. Religious Social Behavior

a. Understanding Social Behavior

Behavior has the meaning of "attitude" or "action" which is produced by an action from someone in the form of speech or words or in the form of behavior or actions that occur in reality.(Derung 2018). So behavior is the power that exists within humans which is actualized in the form of actions that arise due to external factors or influences from outside the human being himself.

The term social refers to the object, namely society, and is concerned with individual behavior or related to social processes. Social can be defined as human relationships that need each other with other people and give rise to a sense of empathy and love so that there is a feeling of working together and helping each

other in social life. Apart from that, social certainly discusses the relationship between individuals, individuals and groups and groups with groups and with society(Ritzer 2018).

As social creatures, individuals will display certain behaviors, including individual interactions with their physical and social environments. In these social interactions, mutual influence events will occur between one individual and another. The result of these events is social behavior. Social behavior is behavior that is natural or natural and arises spontaneously in interactions(Ritzer and Smart 2018). Meanwhile, Skinner as the father of social behavior (behaviorism) stated that social behavior is behavior that can be observed and is a determinant ofthe environment(Derung 2018). From several understandings conveyed by the experts above, it can be concluded that social behavior is a reciprocal relationship between two or more individuals as a result of stimulus or influence from the environment to behave in accordance with environmental expectations, which involves cognitive factors to determine whether the individual accepts or resist the influence of the environment. Children's social behavior can be seen in the form of cooperation, respect/respect, honesty, or in situations of conflict.

In life, social behavior is an atmosphere of mutual dependence which is a necessity to ensure human existence. As proof that humans, in fulfilling their life needs as individuals, cannot do it alone but need help from other people. There is a bond of interdependence between one person and another. This means that maintaining human life takes place in an atmosphere of mutual support and togetherness. For this reason, humans are required to be able to work together, with mutual respect, not disturbing other people's rights, and tolerance in social life.(Local Culture Rilmi Eptiana and Amir 2021)

Social behavior is greatly influenced by the social environment, be it family, school and community. A social environment that provides opportunities for a person's positive development can also help a person achieve mature social development, on the other hand, if the social environment is less conducive, such as harsh treatment from parents, the school environment, and social behavior is defined as social action. Max Weber defines social action as a person's

activityindividuals who can influence other individuals in society regarding how to act or behave.(Digdowiseiso 2020)

2. Forms of Social Behavior

A person's social form and behavior can also be shown by his social attitudes. This attitude is expressed by the same and repeated activities towards social objects that cause behavior. The form and type of a person's social behavior is a character when a person interacts with other people. Social behavior can be seen through the following interpersonal traits and responses.(Local Culture Rilmi Eptiana and Amir 2021)

a. Honest

Honesty in Arabic means ṣidiq, while in the KBBI honest is defined as being upright; not cheating. An honest person is someone who says, looks and acts as they are without being made up (reduced or exaggerated).

b. Mutual help

As social creatures, humans cannot live alone without the help of others. Human conditions in this life are divided into several groups, there are rich and poor, strong and weak, healthy and sick, big and small, and smart and stupid.

c. Tawadu

Basically, everyone has the same right to life and needs each other. Therefore, we should respect each other and not be arrogant.

1. Factors That Influence Religious Behavior

Religious behavior is influenced by several factors, namely factors that arise from within humans which humans have carried since they were born or are often referred to as internal factors where in the Qur'an it is explained that humans have had religious instincts since they were born. Next are external factors which include everything that is outside the person and influences a person's personality and religious development. Humans are religious creatures or known as homo religious. However, to make humans have religious behavior requires forging and guidance from the environment, because it is the environment that will introduce a person to the religious values and norms that must be followed. Here the environment is included as an external factor in

shaping a person's religious behavior. The factors that influence a person's religious behavior are as follows:

1. Internal Factors

Internal factors are the influence of emotions (feelings), which from the influence of emotions (feelings) will give rise to selectivity. Selectivity here is a choice or attentional interest in receiving and processing influences that come from outside the human self. Emotions have quite a big influence in the formation of religious behavior. This is supported by Zakiah Daradjat who stated that emotions actually play an important role in a person's religious attitudes and actions which can be understood without avoiding emotions. He emphasized further that in fact the influence of feelings (emotions) is much greater than ratios (logic).24 Internal factors or It can also be called congenital factors, namely everything that is brought from birth. Usually it is the influence of heredity from one of the traits that the parents have, or a combination of two internal factors that influence a person's development, including the following:

a) Personal experience.

All personal experiences that a person knows from birth are religious experiences, so the formation of religious attitudes and behavior should be instilled as early as possible in a person's personality, namely from the womb. What a person has experienced and is currently experiencing will shape and influence a person's appreciation of social stimuli. Responses will be one of the bases for forming attitudes. To be able to have a response and appreciation, a person must have experience related to the psychological object. Whether this appreciation will then form a positive attitude or a negative attitude will depend on various other factors.

b) Needs

Needs are a factor that influences a person's religious behavior because humans are unable to fulfill their needs perfectly, so satisfaction in religion is necessary. These needs can be the need for safety, the need for love, needs arising from death and the need for self-esteem.

c) The role of moral conflict

The role of moral conflict also plays a role in determining adolescent religious behavior. That is, what they know is different from the reality that happened. This is where adolescence becomes very risky because moral conflicts will occur during this period. The emotional turmoil experienced by a person is usually caused by social role conflicts. Where teenagers at this time are still looking for their identity and are still trying to actualize their role in the midst of social life.

d) Herbal reasoning factors

As creatures gifted with reason by God, of course humans have thoughts that differentiate them from other created creatures. As a result of this thought, humans can determine which beliefs should be rejected. This factor becomes relevant for adolescence, 25 because adolescence is a critical period related to religious issues. They began to ask related philosophical questions about things they had believed in all along.

1. External Factors

External factors are everything that is outside the person and has an influence on a person's personality and religious development. This factor includes those around you, including the people closest to you. Regarding internal factors, generally the traits and attitudes that cause social problems are traits/attitudes such as being lazy at work, not having concern and empathy, not paying attention to rules, giving up easily. External factors include:

a) Family environment

Family is the first forging field for humans. Even though the family is the simplest social unit in human life, it is the most important environment for educating a child so that it will have an impact when he grows up. A person acquires ideas about religion when he is small and the family is the first environment that will play an important role in conveying these ideas.

b) Community Environment

The community environment is also no less important in shaping a person's behavior, because in society various social organizations, economic culture, religion, etc. develop. The development of society also influences the direction of a person's life development, especially regarding social attitudes and behavior. A person's pattern of behavior is a reflection of the behavior of

the community environment. Therefore, socializing really depends on the quality of the social behavior of its citizens. So it is clear that the community environment is no less important in the formation of the human person because in society various institutions or organizations develop, both economic, social, cultural institutions and also religious institutions which influence the direction of life development, especially regarding attitudes and behavior.26

c) Interaction

Interaction is a reciprocal relationship between humans and each other to achieve a goal. 27 If individuals meet each other in one place, they will influence each other, both in religious matters and other matters. Good interactions will get good results. When interactions are based on good religious knowledge, the individual will be influenced and will easily accept religious behavior.

Religious behavior is any act carried out consciously related to a person's religious obligations. A person's behavior is formed from two influencing factors, both internal and within the person himself or from the family. If the family can provide a good example then the person will imitate and have good behavior too. Apart from that, behavior is also influenced from outside or from the environment. If a person lives in a good environment, then that person will have good behavior, but if someone lives in a bad environment, it is very likely that that person's behavior will be bad.

2. Symbolic Interaction Theory

Symbolic Interactionism Theory is an understanding which states that interaction between individuals, between individuals and groups, and between social groups is a communication that begins with inner thought. According to George Herbert Mead, symbolic interactionism is the relationship between individuals and society as a process of symbolic communication, namely by using certain languages in which there are social actors, because Mead has the view that society is an exchange of signals (communication).(W 2019)In the perspective of symbolic interactionism, Mead emphasizes symbols or texts as representations of messages conveyed to the public, explaining that adherents of symbolic interactionism are interested in the way humans use symbols to

represent what they mean to communicate with each other, and also the influence resulting from interpretation. of these symbols on the behavior of the parties involved in social interaction. The essence of symbolic interaction theory is communication or the exchange of symbols that are given meaning. This theory explains that a group environment shows symbols that influence individual judgment so that there will be a tendency to take the same actions as the group.

Meanings and symbols are an impact of human actions and interactions. This symbol or meaning provides special characteristics to human social action which involves a single actor and to human symbol interactions involving two or more actors involved in the social action. This social interaction process is what makes humans symbolically communicate meaning with other people who are members of it. This will make other people appear to interpret communication symbols and then provide a response to their actions based on their interpretation.(Kusmanto and Elizabeth 2018)

The theory of symbolic interactionism here is a theory that explains human behavior using meaning analysis, symbolic interactionism looks at the nature of interaction which is the social activity of humans themselves. Mead's single most important work in this regard is contained in his book entitled Mind, Self and Society. Mead took three critical concepts that are necessary and influence each other to develop a theory of symbolic interactionism. In the theory of symbolic interactionism there are concepts regarding mind, self and society.(Ritzer 2018)

a. Mind

Thought is a person's ability to use symbols that have meaning to develop them. The mind cannot be separated from a process that begins with interaction with the personal self. The ability to interact with other people to develop with self-thinking is a part of everyday life that cannot be separated from life. Thought shows the thought process used to solve problems so that people can understand the problem and take action.

b. Self

Self is a person's way of seeing themselves as seen by others or seeing ourselves from the eyes of others. Self is the ability to reflect oneself from the

views of others. The way this is done is by taking a type of role which is called self-mirror. The self-mirror refers to the expectations of others that govern one's actions.

    c. Society

Mead said that society is a diverse social process. In it, individuals form joint action to face problems. That society is formed from individuals who have themselves. That human action is a construction formed by individuals with documentation and interpretation through the important thing of immediately acting. That group actions consist of women from individual actions.

Symbolic interactionism also has three supporting premises as follows:

1) Human actions towards other people, or something else, refer to the meanings he gives to other people or something else.

2) Meaning emerges from social interactions carried out by individuals. Meaning is negotiated by the use of language, therefore it is called symbolic interaction.

3) The individual's interpretation or interpretation of symbols is modified by the individual's thought process. Symbolic interactionism describes thinking as an inner conversation. George Herbert Mead said that inner conversation is a dialogue in the mind.

This is related to what the researcher wants to observe. In this research, it can be said that Instagram social media can be a symbol for society, especially millennial teenagers, conveying messages of congratulations and thanks. There is a sense of satisfaction from the public when other people see the messages conveyed using Instagram. People interpret social media as a reply or gift given to someone who is targeted which can create satisfaction from the person who conveys the message and the person who receives the message. In connection with this premise, today's society wants other people to act to interpret a message or symbol that an individual conveys to another person and then interpret a certain meaning of a message or interaction of symbols or language through the individual's thought process.

3. The Influence of Instagram Dramaturgy on Students' Religious Behavior

Instagram dramaturgy refers to the study of how individuals play out their social roles on the social media platform Instagram. In this context, dramaturgy refers to the process in which Instagram users construct and present their identities through photos, videos, stories, captions, and interactions with other users. Instagram, as a hugely popular photo and video sharing platform, gives users the ability to control the narrative about their lives, including social, religious, and cultural identities.

The influence of Instagram dramaturgy on students' religious behavior refers to the impact of the way students use the social media platform Instagram in forming, expressing and manifesting their religious identity. Such as the Construction of Religious Identity.(Rahayu 2021)

Instagram dramaturgy allows students to actively construct and manage their religious image. Through selecting photos, captions, and interacting with followers, students can form a religious narrative that is in accordance with their values and beliefs. The use of hashtags and interaction with religious communities on Instagram can expand the reach of students' religious messages. This allows them to engage in discussions, share inspiration, and feel support from the wider religious community.

Instagram dramaturgy can influence students' perceptions of religious values and norms. The content they consume and share can play a role in reinforcing or even changing their perceptions of religious principles. Through comments, direct messages, and other interactions, students can participate in the exchange of religious thoughts with followers and other users on Instagram. This can influence their own views and others' views of religion. Religious activities promoted and shared via Instagram can increase students' religious awareness. By sharing their religious experiences, they can motivate others to pay more attention and reflect on religious aspects in everyday life. Although Instagram allows students to play out their religious roles, use of this platform can also bring challenges and identity conflicts. College students may feel pressured to create an image that conforms to religious norms, while in reality, they may face internal conflict.(Desa et al. 2022)

Then Instagram dramaturgy has become a significant phenomenon in shaping student religious behavior in this digital era. As the most popular social

media platform, Instagram provides students with a unique opportunity to construct, manage, and express their religious identity visually and interactively.(Luqmana 2016). In this context, the following are several aspects of discussion about how Instagram dramaturgy influences students' religious behavior:

a. The Creation of a Constructed Religious Identity

Instagram dramaturgy allows students to design their religious imagery very selectively. Through image selection, captions, and hashtags, they create religious narratives that reflect their values and beliefs. This provides space for students to design their religious identity according to the desires and needs of social and digital contexts.

b. Social Interaction and Community Support

Instagram is a forum where students can interact with the wider religious community. Instagram dramaturgy allows them to share religious experiences, send insightful messages, and gain support from peers who share similar values. These interactions can strengthen religious identity and create a sense of connectedness within the larger community.

c. The Influence of Consuming Religious Content

Students not only share religious content, but they are also exposed to religious content consumed from followers or religious-related accounts in their feeds. This can influence their perceptions, understanding and actions regarding religion. Therefore, Instagram Dramaturgy can be a source of inspiration and views that influence students' religious views.

d. Identity Challenges and Conflicts

Even though students try to create positive religious narratives, Instagram dramaturgy can also create challenges and identity conflicts. Pressure to conform religious images to social and religious norms can create tension and questions of identity among college students. They may feel like they have to live up to certain expectations that may conflict with the reality of their daily lives.

e. The Importance of Religious Digital Awareness

Instagram dramaturgy provides an opportunity to increase digital religious awareness among students. Students can use this platform to spread religious

information, celebrate holy days, or educate their followers about religious principles. This creates space for dialogue and exchange of religious ideas in the digital world.(Aryansah, Abror, and Mirani 2023)

4. The Impact of Instagram Dramaturgy on Students' Religious Behavior

Instagram dramaturgy, as a social phenomenon in the digital world, has a significant impact on students' religious behavior. This platform not only acts as a forum for expression, but also as a medium that influences the way students build, maintain and convey religious identity.(Sujana nd)

Instagram dramaturgy gives students the power to construct their religious identity selectively. Through image selection, captions, and hashtags, students create religious narratives that support the image they want to project to their followers and other users. However, it is important to remember that these identities are often constructed and presented in digital contexts, which may differ from the reality of everyday life. Instagram dramaturgy facilitates social interaction between students who have similar religious values. The use of hashtags and comments on religious content allows them to engage in discussions, exchange ideas, and gain support from the larger religious community. This can strengthen religious identity and build a sense of connectedness among fellow believers.(Kiasati and Zulaikha 2023)

Instagram dramaturgy not only creates religious content, but also allows students to be exposed to religious content from followers or religious-related accounts in their feeds. The impact is the potential influence on students' perceptions, understanding and actions regarding religion. Students can be influenced by the religious narratives they see on these platforms. Although Instagram Dramaturgy provides students with the opportunity to express their religious identity, it can also create identity challenges and conflicts. Pressure to conform religious images to social and religious norms can create internal tension. Students may feel the need to maintain an image that matches expectations, while on the other hand, they also face the realities of everyday life that may conflict with that image.(Crystallography 2016)

Instagram dramaturgy also raises the importance of digital religious awareness among students. Students can use this platform to spread religious

information, promote religious values, or even educate their followers about religious teachings. It creates space for dialogue and exchange of religious thoughts in the digital world. The following are some definitions of these impacts:

a.   Visually and Interactively Constructed Identity Construction

The impact of Instagram Dramaturgy can be seen in students' ability to visually and interactively shape their religious image. Through photo selection, captions, and interactions with followers, they create religious narratives that can influence other people's perceptions of their religious identity.

b.   Exchange of Thoughts and Experiences in the Community

Students use Instagram to exchange religious thoughts and experiences in a digital community. The impact can be seen in the formation of religious discussions, providing mutual support, and expanding religious community networks.

c.   The Influence of Consumed Religious Content

Students not only share religious content, but are also exposed to religious content consumed from followers or religious-related accounts in their feeds. This impact includes the influence on their views and actions regarding religion.

d.   The Search for Identity Harmony

The impact of Instagram dramaturgy can be seen in students' efforts to find harmony between their religious identity and existing expectations and norms. This includes efforts to maintain consistency between the religious image projected online and the reality of their daily lives.

e.   The Importance of Religious Digital Awareness

This impact includes students' understanding of how Instagram use can shape religious digital awareness. This involves their knowledge in disseminating religious information, promoting religious values, and educating their followers about religious teachings.(Hasan 2021)

5. Factors Causing Instagram Dramaturgy That Occurs in Student Religious Behavior

This research aims to analyze the factors causing Instagram dramaturgy that influence students' religious behavior in the digital environment. Through this research, we try to deepen our understanding of the reasons behind the role of Instagram dramaturgy in forming, expressing and manifesting students' religious identities.(Damarjati 2021)

a. Peer Influence and Social Norms:

Instagram dramaturgy in a religious context is often influenced by peers and social norms around students. Peers can be key agents in determining what is considered a desirable and acceptable religious image for their group.

b. Religious Community Expectations:

These factors include expectations from religious communities on Instagram. College students may feel pressured to conform to the religious standards and norms imposed by their communities, which may influence their content choices, captions, and social interactions on these platforms.

c. Interest in Identity Expression:

Students' interest in expressing their religious identity can be a major factor driving Instagram dramaturgy. Students who have a strong desire to share religious experiences, religious quotes, or ritual moments can actively develop religious dramaturgy on this platform.

d. Involvement in Digital Communities:

Dramaturgical activities can increase when students are involved in digital communities that focus on religious values. Interaction with followers or members of religious communities on Instagram can provide motivation and support that encourages more active religious dramaturgy.

e. Influence of Media and Content Consumption:

The media and religious content consumed by students on Instagram can also be a factor that influences religious dramaturgy. Students who are exposed to inspirational content or certain religious views can reflect and adopt these elements in their own dramaturgy.

f.   Digital Identity Pressure:

Students' perceptions of their digital identity may also play a role. In creating a religious image, students may feel the need to maintain or enhance their religious reputation online, which may create tension in Instagram dramaturgy.

g.   Digital Awareness and Response to Audience:

Students' awareness of the responses and reactions of their followers and audiences on Instagram can be an important factor in forming religious dramaturgy. Students may choose dramaturgical content and styles that are deemed to gain support and acceptance from their audience.

An in-depth understanding of these factors is important in detailing the dynamics of Instagram dramaturgy on student religious behavior. Implementation of these findings can contribute to the development of more effective educational and social approaches in supporting balanced and authentic religious identities in digital environments.(et al 2018)

CONCLUSION

Instagram dramaturgy has a significant impact on students' religious behavior. This platform is not only a mirror for the expression of religious identity, but also a place for social interaction, community support, and the construction of religious meaning. Therefore, an in-depth understanding of how Instagram dramaturgy influences students' religious behavior is important in the context of developments in technology and digital communication. In an increasingly digitally connected world, Instagram Dramaturgy has changed the way students view, manage, and express their religious identities. The impact not only includes selective identity construction, but also includes social interactions, community support, and identity challenges. To respond to these changes, it is important for students to develop critical awareness of the impact of Instagram Dramaturgy on their religious behavior and align it with true religious values and their daily life experiences.

Overall, Instagram dramaturgy in a religious context is a complex phenomenon influenced by various social, personal and digital factors. Understanding these factors provides in-depth insight into the dynamics of student

religious behavior in the digital era and can provide a foundation for the development of more effective educational and social strategies. Thus, a better understanding of these causal factors can help in forming a balanced and authentic religious identity in the digital realm.

DAFTAR PUSTAKA

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