A Qualitative Study on Addiction and Neuroticism of Instagram Users

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Abstract. Instagram is one of the most popular social media platforms, including in Indonesia. People use Instagram to communicate their daily activities, experiences, and views. Instagram has become one of essential aspect of many people's life. However, many individuals got addicted to Instagram and unable to control themselves. To understand this behavior, this study aimed to explore the factors that affecting Instagram use and neuroticism (anxiety, worry, low self-esteem). Forty-two participants in Java Island in Indonesia were selected and interviewed who considered themselves Instagram addicts. Qualitative data were completed using a thematic approach. The findings of this study are summarized into three essential themes of why participants use Instagram: the need for recognition, social needs, and entertainment needs. The impact is addiction, unstable mood, individualism, hedonism, insecurity of other people's achievements, envy, FOMO etc. The solution to this problem is to take advantage of the features provided on Instagram by turning existing opportunities into educational and learning media.

Keywords: addiction, big five personality traits, instagram, neuroticism, social media

1. Introduction

Internet users has reached two million users in Indonesia or 77.02% of the total population of population in Indonesia in 2021 (APJII, 2022). The internet penetration rate in Java is 78.39%, and the internet contribution in Java is 43.92%. The length of internet use based on gender in one day in Indonesia is in the range of 1-5 hours, 49.59% men and 53.74% women. The most frequently accessed content in Java is social media; the first rank is East Java (90.21%), Banten (88.74%), Central Java (88.07%), West Java (84.53%), D.I.Yogyakarta (83.85%), and DKI Jakarta (81.96%). This can also be proven by the reason for using the internet by the province in the internet penetration survey APJII (2022) is to be able to access social media; the first rank is DKI Jakarta (3.58), D.I.Yogyakarta (3.45), East Java (3.40), Java West (3.36), Central Java (3.36), and Banten (3.25). In addition, the first-rank internet penetration rate from 34 provinces in Indonesia is DKI Jakarta (83.4%), and the first-rank internet penetration contribution from 34 provinces in Indonesia is West Java (14.74%). Internet usage behavior is seen from the content that is often accessed; the first rank is social media (89.15%), online chatting (73.86%), online shopping (21.26%), online games (14.23%), etc. The highest penetration rate of internet users by occupation is students and college students (99.26%) and working (86.90%).

Another survey by Hootsuite (2022) showed that the average number of active social media users in Indonesia reached 191.4 million people, or 68.9% of the total population in Indonesia of 277.7 million people. Internet users in Indonesia are 204.7 million people, or about 73.7% of the total population. The number of active social media users in Indonesia increased by 12.6% or 21 million people (year-on-year), followed by an increase in internet users by 2.1 million (year-on-year). Data shows that as of February 2022, Indonesia's productive age group of 15 to 64 years is 197.4 million or 71.1% of the total population. The average time is 8 hours 36 minutes, followed by the average time spent using social media in one day for 3 hours 17 minutes. Hootsuite (2022) surveyed the social media platforms most widely used by productive age internet users in Indonesia as of February 2022, the first ranking being WhatsApp (88.7%), Instagram (84.8%), Facebook (81.3%), etc. Instagram ranks fourth with an average usage time of 16 hours per month. Most Instagram users in Indonesia are 52.3% female, higher than males, only 47.7%.

Based on APJII (2022) and Hootsuite (2022) surveys, it can be concluded that current technological developments have changed world civilization. This affects human life as a social being. Technology makes it easy to share or access information, but information overload can interfere with work time and time with family (Tarafdar et al., 2007). Today, the role of technology cannot be separated from the critical role of social media. Social media does not discriminate against lifestyle, gender, background, race, ethnicity, social status, user age, and many other

factors. The role of social media has now become a significant and vital need for every individual (Rashmi & Neetu, 2014). Social media today has enjoyed a rapidly growing popularity; it is estimated that there are around 4.62 billion social media users worldwide (Hootsuite, 2022). After China, India, and the United States, Indonesia ranks fourth in active social media users (Statista, 2022), with 191.4 million users (Hootsuite, 2022). Social media has become a part of everyday life (Masthi & Pruthvi S, 2018). Mobility, affordability, and ubiquitous internet connection make it easy for users to gain unrestricted access to social media networks (Sudha & Kavitha, 2016). Also, the need for self-expression, belonging, and interpersonal competence are the main reasons for using social media (Milani et al., 2009). In addition, the user-friendly factor and the direct effect of satisfaction have caused users to spend much time on social media (Kamalikhah et al., 2021). Individual urges to share information, including the desire to publish valuable and enjoyable content to friends and maintain relationships with people, are also benefits of using social media (Simplilearn, 2022). Social media has changed how people communicate and interact with each other (Ou et al., 2016), thus creating problems of parental or stakeholder control over social media users (Hruska & Maresova, 2020). Ellison et al., (2011) identified three interaction modalities that occur in social media, namely initiation (acquainting with new people), information seeking (adding relationships) and maintenance (maintaining relationships and interacting). Three modalities of human interaction in the social media context complement how social communication occurs. Ding et al., (2016) show that smartphone addiction is not triggered by the device but by the app itself. Users are so attached to social media that they often forget the time spent (Al-Samarraie et al., 2021). These aspects have caused social media to evolve from a practical means of communicating with friends and relatives into a life-changing tool (Balakrishnan, 2016; Young & Abreu, 2010). Despite its benefits, social media acts as a double-edged sword and can lead to behavioral addiction and irreparable adverse effects if users are unaware of it (Leong et al., 2019). This type of behavioral addiction leads to the formation of health-threatening behaviors and severe damage to physical and mental health (Andreassen, 2015). Social media addiction is considered a form of IT addiction (Lin et al., 2015), which causes individuals to lose control and have an impact on excessive use of their smartphones (Jeong et al., 2016), and turn social media use into a dangerous activity (Kwon et al., 2013). With many practical and entertaining applications, social media provides a high level of connectivity and opens doors to new worlds for its users. The more individuals are involved in social media addiction, the more they distance themselves from various activities, which will hurt their daily lives (Leila & Shayesteh, 2014). Social media addiction also hurts identity formation because individuals often make unfavorable comparisons between themselves and others (Stefanone et al., 2010). The impact usually involves a sense of fear or worry (neuroticism) that being cut off from another

individual may result in losing a shared pleasurable event (Przybylski et al., 2013). The social media that will be studied in this research is Instagram.

Instagram was launched by Kevin Systrom and Mike Krieger in October 2010. It currently has 1.44 billion active users (Data Reportal, 2022). Instagram facilitates its users to edit and upload photos or videos, receive comments and likes from other individuals, follow other individuals' profiles, and be followed by others. With features already provided, it can sometimes lead to overuse through constant urges to share frequently. Instagram is a visual-based social media where users can use existing features such as hashtags (#) for other users to find their pictures or videos. This feature is desirable to users who capture beautiful events. The features provided by Instagram can lure users into continuing to access and make them addicted. Therefore, users with low inequality evaluation abilities view Instagram as a social media to display their desired ideal self (Rahardjo & Mulyani, 2020). This will encourage them to spend much time accessing Instagram and consequently lead to Instagram addiction behavior.

According to Lempa (2021), Instagram makes its users addicted because:

1. Instagram combines all applications, such as Facebook, Youtube, and TikTok, making this application very user-friendly.
2. People browse information, check the lifestyle of their friends, influencers, and artists, and get news from every post on Instagram.
3. People seek online friends because of personal interests; they are less interactive in real life, such as introverts and several other reasons.

Behavioral patterns of social media users can be reflected in personality traits (Gil De Zuniga et al., 2017). This is because personality contains stable internal characteristics that underlie behavior (Dahriyanto & Tresnawati, 2016). One method commonly used to identify individual personality traits is the Big Five Personality Traits. Personality psychologists often use this approach because of its clarity, power, and conciseness in describing personality (John & Srivastava, 1999). The Big Five Personality Traits have five components: agreeableness, conscientiousness, extraversion, openness, and neuroticism. Neuroticism is the component of the Big Five Personality Traits that will be examined in this research. Paul T. Costa & McCrae (2002) describe neuroticism as emotional stability, the ability to adapt to emotional instability, and an inability to conform. Neuroticism is a tendency to experience negative emotions, such as anxiety, sadness, fear, tension and feelings of tension (Ormel, 2013). The unstable nature of neuroticism can cause individuals to become more irritable and have negative attitudes toward life (Robert R. McCrae, 1992). This can put them at higher risk because they experience problematic real-world social relationships and avoid real-life interactions through excessive use of social media. This is consistent with previous research showing that neuroticism predicts social media use (J. H. Tang et al., 2015) and internet addiction (Andreassen et al., 2013). Several studies have shown that individuals with high

neuroticism are more likely to report that they use social media excessively and do not have many friends or followers on social media (Bowden-Green et al., 2021).

Several previous studies (Aksoy, 2018; Balta et al., 2020; Chegeni et al., 2021; Fidan, 2021; Hardie & Tee, 2007; Keles et al., 2019; Kircaburun & Griffiths, 2018; Przybylski et al., 2013; Rahardjo & Mulyani, 2020; Sanz-Blas et al., 2019) have discussed the various impacts or consequences of addiction to social media or Instagram. However, no studies specifically investigate the correlation between Instagram use and neuroticism. To address the absence or lack of literature in these studies on neuroticism, productive age, and the scope of Java island, this study intends to investigate the relationship between Instagram use and neuroticism. In addition, this study seeks to investigate how individuals use Instagram and the impact of such use on their daily lives. The results of this study are expected to help researchers, parents, educators, stakeholders, health workers, psychiatrists, governments, and social media or Instagram developers to understand better variations in responding to the effects of excessive use.

2. Literature Review

2.1 Social Media Addiction

Social media addiction is a mental illness characterized by excessive or uncontrolled concentration in accessing social media, which causes disturbance or pain (Young, 1998). Young (2004) believes that social media addiction is a disorder characterized by spending more time and less control over use. According to Young (1998), this may occur because some individuals become dependent on the feelings they like and the experiences they have when using social media, making it difficult to control themselves and quit. Young (1998) opinion's is supported by the statement of M. D. Griffiths & Szabo (2014) that excessive use of social media can be classified as internet addiction. Not only that but this view is also supported by the statement of Hou et al., (2019) that social media addiction is considered a form of internet addiction in which individuals show a desire to use social media excessively. Price (2011) proves that social media addiction is described as a condition in which individuals feel impulsive or exhibit excessive and uncontrolled use of the internet and other activities involving smartphones, which then causes them to be under new pressures and problems.

One effort to understand social media addiction is through the view that social media addiction is a very multidimensional view. External factors such as socioeconomic status, family roles and functions, and social media and online games on smartphones influence internet addiction (C. S. K. Tang et al., 2018). Meanwhile, personality and self-esteem are internal factors associated with social media addiction (Kuss et al., 2013).

Self-esteem is an individual's evaluation of his values, abilities, and desires (Konrath, 2014). Self-esteem is a prominent factor more strongly associated with social media addiction than other internal factors. Individuals with negative or low self-esteem tend to feel lonely. This situation can occur in individuals with poor social skills. It can be an obstacle to developing their social relationships and social support (Zhao et al., 2018), thus making them feel lonely and more enthusiastic about using the internet (Nowland et al., 2017). For individuals with negative self-esteem, social media is seen as a place to get social support and help reduce their discomfort in daily life (Nie et al., 2016).

2.2 Instagram
Instagram is one of the most popular social media platforms worldwide, especially among teenagers (Rizaty, 2021). Instagram is a photo and video-sharing social networking service. Instagram allows users to upload photos or videos that can be edited with or without filters and organized using hashtags and geotags. Users can browse other people's content and view popular content through hashtags and geotags. Users can add captions to caption photos, hashtags (#) to group photos and videos by category, thus helping users find photos and videos, at (@) to tag or mention other users, and locations to mark the location of these photos and videos taken. Users can do all this before uploading photos and videos on Instagram. Like other social media networks, Instagram can also interact with other users by commenting, liking, tagging, sharing, and sending private messages. Even Instagram can save photos and videos that users can view again.

2.3 Productive age
According to Badan Pusat Statistik (BPS, 2021), the productive age is the population aged 15 to 64 years. People of this age are considered capable of producing goods, services, and income. The productive age population is considered to be participating in ongoing employment activities. From 1971 to 2020, the productive age population increased yearly. In 2021, Indonesia's productive age population will dominate 70.72% (BPS, 2021).

2.4 Neuroticism
Individuals with high neuroticism tend to be easily anxious, depressed, afraid, impulsive, emotional, nervous, low self-esteem, worried, self-pity, irritable, uncertain, pessimism, tense, lonely, and easily stressed (Feist & Feist, 2008). Individuals with high neuroticism will feel anxiety and tension, so they are afraid to make mistakes (John & Srivastava, 1999). Neuroticism is related to two primary emotions, namely anger and fear. Indicators of Neuroticism are easily anxious, depressed, irritability, and afraid. Easily anxious means users feel anxious. Easily depressed means the user feels depressed. Irritable means the user feels offended. Moreover, fear means the user is afraid.

3   Methodology

This study uses a qualitative method with a thematic approach. Qualitative research requires data analysis. Data were collected by conducting interviews to understand a phenomenon in a natural social context to obtain a more in-depth picture and information. Interview questions developed by (M. Griffiths, 2005; Gupta & Bashir, 2018) was proposed to forty-two participants of productive age on Java Island who consider themselves Instagram addicts. The forty-two participants consisted of twenty-eight female participants and fourteen male participants.

The thematic approach, according to Braun & Clarke (2006) is a method for identifying, analyzing, and reporting the themes contained in a phenomenon. Arnold et al. (2006) also argues that the thematic approach is a method for identifying, analyzing, and reporting patterns or themes in data. Therefore, this approach can organize and describe the data in detail to interpret various aspects of the research topic.

The stages of data analysis in this study, namely:

1. Researchers collect data and study journals and books related to the research topic.
2. Researchers formulate research questions.
3. Researchers are looking for individuals who can and are appropriate to be research participants, where the participants consider themselves to be Instagram addicts.
4. After finding the participants, the researchers conducted interviews face-to-face (offline) or through Google Meet or Zoom (online).
5. After completing the interview, all the data obtained by the researcher is directly copied in the form of a verbatim interview. Then all the data are identified, grouped, analyzed, and described into themes or categories.
6. In the final stage, when the analysis is complete, the researcher presents the research results to be reported and accounted for.

The following is a list of interview questions asked of participants:

1. Name three social media applications that (the participant) uses most often (based on a scale)!
2. What made (the participant) so attracted to Instagram?
3. How many hours did (the participant) spend in 1 day and, on average, 7/10 days ago on your Instagram usage?
4. At what times do (the participant) use Instagram more often?
5. What activities do (the participant) do on Instagram?
6. Do (the participant) often stay up late when playing Instagram?
7. What causes (the participant) to overuse Instagram?

8. Do (the participant) often feel lost when (the participant) uses Instagram and then feel surprised when (the participant) realizes how much time has been spent?
9. Positive impact of Instagram on (the respo participant ndent) daily life?
10. Negative impact of Instagram on (the participant) daily life?
11. How do (the participant) deal with Instagram addiction?
12. Have (the participant) ever bought a product on Instagram because it was a necessity or a discount, or bought it to protect yourself from prestige?
13. With Instagram, is it easier to find (the participant) lifestyle needs?
14. Do (the participant) have a role model in following other people's lifestyles on Instagram, for example, how to dress, how to make-up or dress up, how to play music, how to trade, how to play games or use electronic devices that are more expensive than you can afford?
15. Do (the participant) think following the trending lifestyle on Instagram today is very good?
16. Have (the participant) experienced increased time on Instagram? If there is an increase in time, what is the cause?
17. Do (the participant) ever feel bored when (the participant) does not use Instagram? How long do (the participant) usually cannot stand using Instagram in (the participant) spare time? What do (the participant) do, such as not using Instagram?
18. When hanging out with friends, do (the participant) use Instagram? If (the participant) uses Instagram, what are (the participant) so interested in using instead of talking to your friends?
19. In (the participant), is there an urge to continue using Instagram? If so, how do (the participant) deal with this?

4   Research Findings and Discussion

Participants in this study were active Instagram users of productive age on the island of Java. In percentage terms, detailed participant profile information can be presented using the chart below.
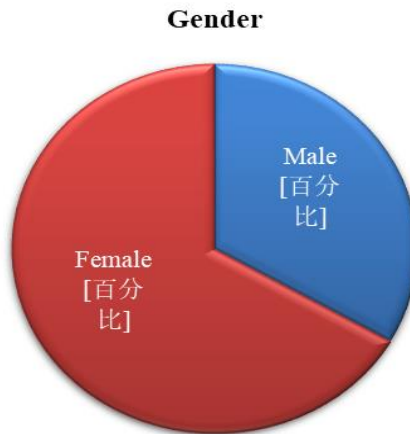
Gender

Fig. 1: Gender chart

There are 67% female and 33% male participants from the interviews conducted; can be seen in Fig. 1, where there are twenty-eight female and fourteen male participants. So the number of participants interviewed is forty-two.

Age

Fig. 2: Age chart

The charts in Fig. 2 above are charts of the age distribution of the interviewed participants. There is one partisipant (3%) at the age of 18 years, there is one partisipant (2%) at the age of 20 years, there are seven partisipants at the age of 22 years, there are three partisipants (7%) at the age of 23 years, there are nine partisipants (22%) at the age of 24 years, there are sixteen partisipants (40%) at the age of 25 years, there is one partisipant (2%) at the age of 26 years, there is one

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partisipant (2%) at the age of 27 years, there are two partisipants (5 %) at the age of 28 years, and there is one partisipant (2%) at the age of 29 years.

Domicile

Fig. 3: Domicile chart

In Fig. 3, there are seven participants in Banten (16%), there are seven participants (16%) in DKI Jakarta, there are seven participants (17%) in West Java, there are seven participants (17%) in Central Java, there are seven participants (17%) in East Java, and there are seven participants (17%) in D.I.Yogyakarta.
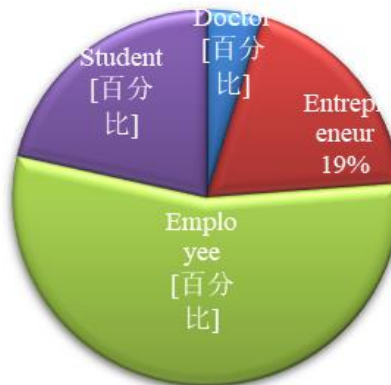
Job

Fig. 4: Job chart

On the job chart (Fig. 4), two participants are working as doctors (5%), eight participants (19%) as entrepreneurs, nine participants (21%) as students, and twenty-three participants (55 %) as employees.
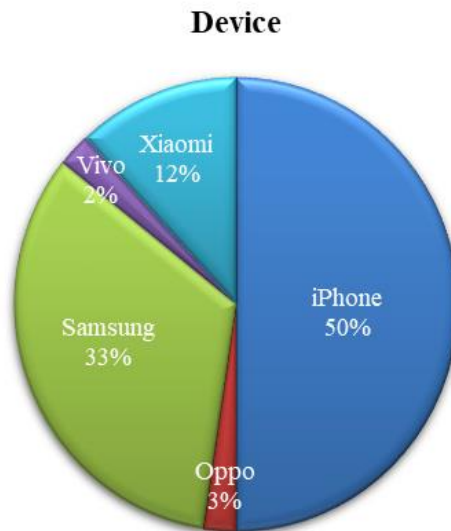
Device

Fig. 5: Device chart

Participants' device ownership is shown in Fig. 5, where Vivo is owned by one participant (2%), Oppo is owned by one participant (3%), Xiaomi is owned by five participants (12%), Samsung is owned by fourteen participants (33%), and iPhone is owned by twenty-one participants (50%).

Based on interviews with forty-two productive age participants in Java, nineteen questions were asked to be answered by the participants. The first question is about the most used social media applications. The results showed that 22 participants stated WhatsApp, then fourteen participants stated Instagram, three stated TikTok, two stated Youtube, and one stated Line was the priority of the most frequently used social media. Most participants answered that the first was WhatsApp and second was Instagram as the most frequently used social media. This is supported by a survey on the most used social media platforms of productive internet users in Indonesia as of February 2022 conducted by Hootsuite (2022), that the first rank is WhatsApp with 88.7%, and the second is Instagram with 84.8%.

The second question is about what makes participants interested in Instagram. The majority of the twenty-two participants answered getting new relationships, getting up-to-date and complete information, getting entertainment, making life easier, updating activities or news from known individuals, finding a place for communication, a place to find ideas or references, a place to express yourself and relieve fatigue. The remaining twenty participants answered in terms of features and content on Instagram. Instagram is a medium that displays visuals, so everything presented through explores/photos/videos/reels/story is exciting, especially if the moment is taken on the same day. Some answer that the story feature keeps the

following activity updated and many other features not found on other social media. The content algorithm on Instagram is always interesting, educative, related, and entertaining. You can find out what is happening around you and can find out what is happening in other countries. This is also supported by the opinion of Lempa (2021), which states that Instagram makes users addicted because 1) Instagram is a combination of all applications such as Facebook, Youtube, and TikTok, making this application very user-friendly and 2) People browsing information, check the social media lifestyle of friends, influencers, artists, and get news from every upload on Instagram.

The third question concerns the average time spent in one day and seven/ten days of using Instagram viewed by smartphone brands. Twenty-one participants used iPhone. The average time spent in one day was 2.33 hours (139.8 minutes) and ten days for 17 hours (1020 minutes). This means that in one month, iPhone users used Instagram for 51 hours (3060 minutes). The other fourteen participants used Samsung; the average time spent in one day was 2.29 hours (137.4 minutes) and seven days for 8.71 hours (522.6 minutes). This means that in one month, Samsung users used Instagram for 34.84 hours (2090.4 minutes). Five participants use Xiaomi, the average time spent in one day is 2.8 hours (168 minutes) and seven days is 17 hours (1020 minutes). This means that Xiaomi users used Instagram within one month for 68 hours (4080 minutes). The remaining participants uses Oppo, the average time spent one day for 2 hours (120 minutes) and seven days 9 hours (540 minutes), and one participant use Vivo, the average time spent one day is 3 hours (180 minutes) and seven days for 22 hours (1320 minutes).

The fourth question is about how often to use Instagram and when. Thirty-one participants most often use Instagram at their boarding house or home, and eleven participants most often use it outside the home or hanging out.

The fifth question regarding the activities carried out using Instagram looks at explores, reels, stories, and timelines. There is also stalking, looking for game references or cooking menus, references to cafes or vacation spots that must be visited, viewing tutorials or online shops, uploading stories or posts, and communicating via direct messages.

The sixth question is about whether often or not to stay up late when using Instagram. Twenty-nine participants answered staying up late when using Instagram, and thirteen others participants no.

The seventh question is regarding the causes of excessive use of Instagram. Twenty-four participants answered that it was too cool to see other people's uploads, too focused on the existing content, much information circulating, the visuals provided spoil the eyes, update friends' information, subconsciously scrolling continuously, the content is engaging and educative, and does not want to miss information. The features on Instagram are complete, so looking for anything can be easily found. Ten participants answered bored, bored, waiting to be sleepy, no work,

too many quotas, and confused about what other activities to do. Five participants answered that they need entertainment. Three participants answered that they were looking.

The eighth question was about how often or not when using Instagram, participants felt forgetful of time and then felt surprised when they realized the time they had spent. Thirty-three participants answered often, and nine participants answered not often.

The ninth question is about the positive impact of Instagram on everyday life. The answers vary; some answer updates on information or news that is happening, a place to find information, a place to get entertainment, find out news from old friends, add knowledge in various fields, connect with friends, look for creative ideas to sell, learn a lot of new things, make life easier from all sides, get profit from selling on Instagram, quickly find out new things, get online shop recommendations for shopping, know more about places that have never been visited, get new insights, look for any inspiration, know food recipes, know the current trends, and can collaborate and meet new people.

The tenth question is regarding the negative impact of Instagram on everyday life. Participants answered that sometimes they lose focus when doing something while on the sidelines of opening Instagram, they emergence of individualism and hedonism, they forget time and forgetting responsibilities, are insecure about other people's achievements, are mentally unhealthy, distracted with priorities that should be done first, changing positive daily habits for the worse, lifestyle following trends, FOMO, cyberbullying, dependence, decreased work productivity, toxic, neglected work, feeling inferior, getting too much information that is sometimes not clear, becoming inaccurate care about the surroundings, time management that has been made is not implemented, dependence on likes/comments/followers, envy with others, and comparing oneself to others.

The eleventh question was about how participants overcame Instagram addiction. What participants do is log out of Instagram, play games, disable Instagram notifications, the Instagram application icon is not on the main page of the smartphone, set time limits for use, watch movies, uninstall Instagram, look for other activities or activities, make priorities, go out with friends. -friends, keep smartphones out of reach, deactivate accounts, read books, paint, clean the house or boarding house, and share hobbies.

The twelfth question is about whether or not participants have bought something on Instagram because it is a necessity or there is a discount, or to protect themselves from prestige. Thirty-two participants answered that they bought it because they needed it and there was a discount. One participant answered that they bought it because they needed it, there was a discount, and they protected themselves from prestige. The other nine participants never bought through Instagram.

The thirteenth question regarding the existence of Instagram makes it easier for participants to find lifestyle needs. Forty participants answered that it was easy because influencers endorse something interesting, easily see similar products, get many recommendations for daily necessities, easy to find references and reviews, and easy to find role models for businesses. Two participants stated that it was not easy.

The fourteenth question regarding whether participants have role models in following other people's lifestyles on Instagram, for example, how to dress, how to dress up, how to play music, how to trade, how to play games or use electronic devices that are more expensive than they can afford. Thirty-three participants answered that they had a role model and the remaining nine participants answered that they had no role model.

The fifteenth question regarding the lifestyle following the current trend on Instagram is excellent. All participants answered not always well. It all depends on the financial condition and how we handle it.

The sixteenth question is whether there is increased time spent using Instagram. Twenty-four participants answered that they did not experience additional time because they had set a time limit for using Instagram and using Instagram outside of working hours. Eighteen participants answered that there was an additional time due to the pandemic, so there were no activities that could be done other than at home or in boarding houses.

The seventeenth question is whether you ever feel bored when you do not use Instagram. Thirty-one participants answered yes, and eleven participants answered never. Participants' activities when not using Instagram are going out with friends, watching movies, sleeping, playing games, sharing hobbies, opening other social media, doing other work unrelated to social media, reading books, exercising, listening to songs, self-healing, and working.

The eighteenth question regarding when hanging out with friends is whether to use Instagram. Twenty-five participants answered using, and seventeen participants answered not to use. Participants who answered using revealed what made them so interested in using Instagram instead of chatting with their friends because story updates and discussion material could come from Instagram, the topics of conversation were not attractive, and other people were passive.

The last question is whether there is an internal drive to continue using Instagram. Thirty-seven participants answered that there was encouragement, and five participants answered no encouragement. Thirty-seven participants revealed how to respond to this by managing time, focusing on more important things, looking for more valuable activities, setting priorities, limiting the use of Instagram, uninstalling Instagram, turning off Instagram notifications, taking responsibility for doing something, and leaving the smartphone for a while.

From the results of interviews with forty-two participants using a thematic approach, it is concluded that there are three essential themes in why participants use Instagram: the need for recognition, social needs, and entertainment needs.

1. Recognition needs

In general, the primary purpose of the participants using Instagram is to get recognition from the people around them. In searching for self-identity, they need acknowledgment and appreciation for what the people around them achieve. Nevertheless, sometimes what they expect does not match reality, and in the end, they try to find and create space for social recognition on Instagram. Besides Instagram having a positive and negative impact, Instagram is also a measure of one's self-esteem. This makes Instagram a vehicle for recognition needs. Usually, a person's motive for wanting positive self-esteem is that positive self-esteem allows individuals to overcome anxiety, loneliness, and social rejection. The exciting thing is when one participant often does self-image on his Instagram account by making fake events that are made as if they are authentic. Individuals with high social status are more likely to show social distance for different reasons than people with low social status. Individuals with low social status usually show a more persistent attitude in displaying role distance. The virtual world also does not escape being a place that can be used by all individuals who want to present their best and grandest impression of themselves. Based on the results of the interview analysis related to self-image, the researcher saw that the participants themselves did not belong to the participants themselves but rather the result of interactions between participants and other Instagram users, that they seemed to have been created because of the dramatic influence of the atmosphere they were shown.

2. Social needs

As is known in general, social needs will not be separated from the so-called impact, both positive and negative impacts. The factors for the emergence of social needs from the analysis of participants' answers are the existence of innovation (discoveries), adaptation (social and cultural adjustment) and adoption (use of new inventions/technology). In addition, the impact can also be caused by previous cultural dissatisfaction, which causes changes in aspects of life that exist in society. As a change in the use of Instagram in various circles today, Instagram is one part of the many sophistication of information technology that can impact social change in society. The impact of emergence of Instagram, which is currently developing, tends to lead to a negative impact. The participants felt they had used Instagram excessively and became addicted to Instagram.

3. Entertainment needs

The emergence of Instagram brought a change in orientation in its use. The beginning of Instagram was created to find out news from individuals they know, find out ongoing trends, and establish communication with individuals who cannot

be met directly. Instagram has various features to support individuals to show something where other people will be amazed by the things posted by the individual. Based on the results of interviews conducted with various participants, on average, the participants are Instagram users with a relatively high intensity of time, so they are faster in receiving information about the current development of Instagram. Not only that, participants considered Instagram as a symbol of slang and the coolness of an individual. Changes in people's entertainment patterns align with changes in media culture, from oral culture jumping to electronic media culture, which has broad implications in people's lives. The use of Instagram today is an indirect necessity that cannot be separated into various circles. The development of Instagram influences the form of communication carried out individually and in groups. Furthermore, participants' entertainment when using Instagram is to view explore, reels, stories, and timelines. There is also stalking, looking for game references or cooking menus, references to cafes or vacation spots that must be visited, viewing tutorials or online shops, uploading stories or posts, and communicating via direct messages. Instagram, a social media platform for sharing photos or videos, has succeeded in making media for entertainment needs in various circles.

Implication: The rapid development of social media, such as Instagram, allows anyone to experience the experience anytime and anywhere. The findings of this study provide a solution to Instagram addiction. The implication of this research is the finding of recognition needs, social needs, and entertainment needs. These three points play an essential role in Instagram addiction. The factors contributing to Instagram addiction can be leveraged by policymakers and parents to help address and prevent the challenges at hand. Unlike other social media, visuals on Instagram speak louder than words (Lee et al., 2015). Visuals on Instagram are an effective way of communicating with people (Pittman & Reich, 2016). Thus, the features provided on Instagram by turning existing opportunities into educational and learning media. Based on the findings of this study, we suggest that education and learning content can use features such as gifs, emoticons, polls, surveys, and tagging, all of which are already on Instagram. Experts should provide training or awareness seminars to reduce the critical impact of the problematic use of Instagram on users. The need to inform about the negative impact and correct use of Instagram. The role of parents and educators is vital in achieving this goal. This can be a significant factor in reducing addiction to using Instagram.

5 Conclusion

This study proves that people of productive age living on the island of Java are already addicted to Instagram. This can be seen in the average time of using Instagram on iPhone users in one day for 2.33 hours and ten days for 17 hours. Samsung users in one day for 2.29 hours and seven days for 8.71 hours. Xiaomi

users in one day for 2.8 hours and seven days for 17 hours. Oppo users in one day for 2 hours and seven days for 9 hours. Vivo users in one day for 3 hours and seven days for 22 hours. The findings of this study are summarized into three essential themes of why participants use Instagram: the need for recognition, social needs, and entertainment needs. The need for recognition can be seen in the search for self-identity. Social needs can be seen from previous cultural dissatisfaction, which causes changes in aspects of life that exist in society. Entertainment needs can be seen when participants are stalking, looking for game references or cooking menus, looking for references to cafes or vacation spots that must be visited, viewing tutorials or online shops, uploading stories or posts, and much more. Even today, Instagram is like a search engine. Another thing that underlies the productive age community on the island of Java that is addicted to Instagram is that when they hang out with their friends, they prefer to use Instagram rather than enjoy time together, such as chatting or telling stories. In addition, when you feel bored using Instagram, the thing to do is to do other activities that are not productive, such as playing games, watching movies, going out with friends, and opening other social media. They feel lost in time and then feel surprised when the time has been spent after using Instagram, so they often stay up late to find everything on Instagram. Their snare traps them, so they complain of difficulty ending and consequently become addicted to Instagram. Utilizing the features on Instagram can be an opportunity as a learning medium for educators and parents to help them get out of the trap of Instagram addiction.

The study's limitations and future research: This study has several limitations and specific implications for future research. First, the sample is small, with only forty-two participants, and most of them are female. Thus the results cannot be generalized to a broader population. In future research, at least the number of female participants should be equal to that of male participants, and more participants should be included. Second, the sample is not representative of all productive ages. Therefore, future research should have more participants of productive age. Third, this research was only conducted on the island of Java. Therefore, future research should have more participants who are outside Java. Finally, it is necessary to add variables such as sleep quality to understand how good or bad the sleep quality of Instagram addicts is.

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