



## The Influence of Instagram on the Formation of "Alone Together" (A Case of Communication Science Students at Jenderal Achmad Yani University)

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### ABSTRACT

Social media is presently preferred by a number of organizations, and Indonesians believe it to be highly effective. Instagram is one case study used in this research. Regarding social media, it is said to have the power to affect its users' behavior. This study uses the S - O - R (Stimulus - Organizm - Reaction) theory as its basis to investigate how Instagram has impacted the development of "alone together" at Jenderal Achmad Yani University. 55 Jenderal Achmad Yani University communication science students completed questionnaires utilized in this associative quantitative study. Data was then analyzed using basic linear regression. The substantial impact of Instagram on "alone together" was investigated in this study. The construction of "alone together" has been significantly and strongly influenced by Instagram, as indicated by the strong Pearson's correlation coefficient value of 0.748. In other words, Instagram contributed to the formation of "alone together" on communication science students at Jenderal Achmad Yani University by 74.8%, while 25.2% of the formation of "alone together" on students was influenced by other factors not observed in this study. Further research with different methodologies and concept may be needed to more accurately assess influence of Instagram on this phenomenon among communication science students at Jenderal Achmad Yani University.

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### Introduction

In our worldwide, technology has grown more advanced, even with the current era's rapid advancements, technological advances will be accompanied by as well (Izza, 2019). Then, Perssela, Mahendra, & Rahmadiani (2022) and Setiaji (2023) stated that information technology (IT) is a type of technology used to manage data. It includes gathering, obtaining, processing, interpreting, securing, organizing, and manipulating data in various ways to produce high-quality information (Perssela, Mahendra, & Rahmadiani, 2022; Setiaji, 2023). This type of information is timely, accurate, and relevant, it is used for personal, business, and government needs (Abdullah, 2022; Mutiah, Albar, Fitriyanto, & Rafiq, 2019; Hayat, Jayadiningrat, Wibisono, & Iyansyah, 2021). It is also a strategic tool for formulating business plans (Abdullah, 2022; Mutiah, Albar, Fitriyanto, & Rafiq, 2019; Hayat, Jayadiningrat, Wibisono, & Iyansyah, 2021).

Juwita (2017) and Rizal (2019) claimed, thanks to modern information and communications technologies, news from nations around the globe is being disseminated quite rapidly (Juwita, 2017; Rizal, 2019). This can be done so that there is even long-distance contact with face-to-face (Juwita, 2017; Rizal, 2019). Praditya (2019), Sunardiyah, Pawito, & Isrun (2022) and Watie (2016) said, it cannot be denied that modern society is being shaped by a variety of cultural structures. As an example,

New Media, which is an emerging genre that depicts the emergence of a new age way to communicate through computer, information network, and engagement (Praditya, 2019; Sunardiyah, Pawito, & Isrun, 2022; Watie, 2016). The equipment underpinning New Media depends on computers and provides not only as a means of offering knowledge, but also as a means of exchanging details, such as digital cables, computers, the internet, and video displays (Mursidi & Mariyam, 2022; Yustita, 2021).

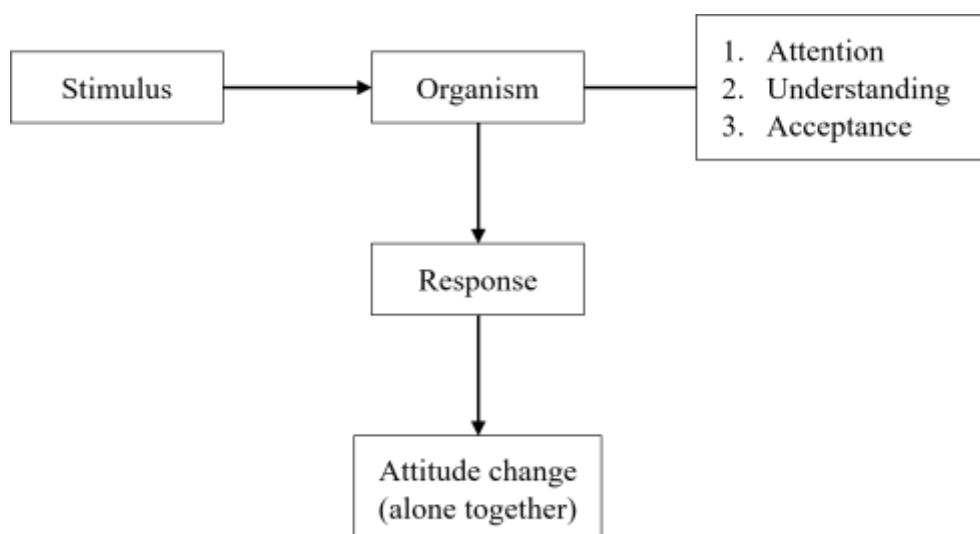
Aprilia, Sriati, & Hendrawati (2020), Cahyono (2016), and Nurmalasari & Masitoh (2020) said, social media is material created with an objective of facilitating reciprocal or dynamic interactions between people. Social media relies on internet technology to disseminate content from previously unpublished works to a large audience (Aprilia, Sriati, & Hendrawati, 2020; Cahyono, 2016; Nurmalasari & Masitoh, 2020). Social media, additionally referred to as a messaging site, is a type of media that is utilized for publishing content such as user profiles, activities, or comments. It also serves as a channel for interaction and communication within social media on the world wide web. Social media plays a crucial role in providing timely information, making its users more interested and adaptive (Anwar, 2017; Ministry of Communication and Information Technology, 2018; Pujiono, 2021).

On Instagram, a lot of students marketplace themselves by changing how they look or taking unusual images, and some even list various identities from their initial posts in order to get the response they want (Aprilia, Sriati, & Hendrawati, 2020; Rahardjo, Qomariyah, Andriani, Hermita, & Zanah, 2020). The social media outcry has drawn attention to a shift in public opinion, particularly among online students in Bandung. Muna & Astuti (2014) and Suriati, Faridah, & Nursyam (2022) added, mass participation is also in the real world, but in cyberspace as well. In addition to that, this online media violence accidentally put an end to the "alone together" (Muna & Astuti, 2014; Suriati, Faridah, & Nursyam, 2022).

Mubaroq & Hidayati (2022), Paramita, Segara, & Puspa (2022), Hardika, Noviekayati, & Saragih (2019), Fikri & Raihan (2022) and Sakinah, Zatrachadi, & Darmawati (2020) stated, it is usual to see numerous persons or groups of people grouped in tandem, yet their concentration gets distracted by gazing at each other's technology. Mubaroq & Hidayati (2022), Paramita, Segara, & Puspa (2022), Hardika, Noviekayati, & Saragih (2019), Luthfy & Raihan (2022) and Sakinah, Zatrachadi, & Darmawati (2020) added, even though they converge somewhere else, the individual is still alone themselves. Everyone appears not to care about anybody else since they are all immersed in their devices. "Alone together" is an acronym for it, a phenomena that may be readily noticed in parks, retail facilities, food stands, and even households (Mubaroq & Hidayati, 2022; Paramita, Segara, & Puspa, 2022; Hardika, Noviekayati, & Saragih, 2019; Luthfy & Raihan, 2022; Sakinah, Zatrachadi, & Darmawati, 2020). A person feels emptiness as they appear to be "alone together" from everything that's going on surrounding them (Mubaroq & Hidayati, 2022; Paramita, Segara, & Puspa, 2022; Hardika, Noviekayati, & Saragih, 2019; Luthfy & Raihan, 2022; Sakinah, Zatrachadi, & Darmawati, 2020).

The meaning of "alone together" first appeared by Sherry Turkle, a social studies professor at the University of Massachusetts Institute of Technology (Putri, 2022; Saleh & Pitriani, 2018). Turkle in Saleh & Pitriani (2018) noticed an upsurge of unsociable types who became absorbed in their own worlds while applying laptops and various other gadgets that explored cyberspace. Turkle in Saleh & Pitriani (2018) maintains common behavior could be indicative to a condition that we used to think of to be an affliction. Turkle in Saleh & Pitriani (2018) claims that technology and social media influence us making us "less human," leading people to grow alienated from reality. Through cyber reality, a poor facsimile of the real world, technology actually holds us away from real interpersonal relationships while giving the impression that communication is better (Putri, 2022; Saleh & Pitriani, 2018).

The S - O - R hypothesis forms a base for this study, helping researchers define its trajectory. Natalya, Lyudmila, Lyudmila, Svetlana, & Anna (2014) stated, the theory of S - O - R, that means Stimulus - Organizm - Reaction, stems from the field of psychology. In order to predict and evaluate the amount of congruence between the communicant's reaction and the message, the stimulus indicates this response effect obtained is specific to a particular stimulus (Natalya, Lyudmila, Lyudmila, Svetlana, & Anna, 2014). Therefore, the elements of this model are:



Source: Natalya, Lyudmila, Lyudmila, Svetlana, & Anna, 2014

**Figure 1. Stimulus - Organism - Response Model**

Natalya, Lyudmila, Lyudmila, Svetlana, & Anna (2014) said, the cornerstone of the aforementioned theory was based on the notion that behavior changes depend on the level of the stimulus that the communicant gets exposed. It also means that changes in a person's, a group's, or society's behavior are primarily determined by their level of communication sources, such as credibility, leadership, and speech pattern (Natalya, Lyudmila, Lyudmila, Svetlana, & Anna, 2014).

1. Stimulus (S), in this case the message or situation that is the source of stimulation for communicants (students), namely Instagram.
2. Response (R), is the influence of Instagram on the formation of "alone together" at Jenderal Achmad Yani University.

In basic terms, how individuals are provided with a stimulus in the shape of a message, people will respond significantly to the stimulus when it is offered in a stimulating manner (Marlianto, Ramadhani, & Permana, 2016; Yuliani, Utami, & Raharjo, 2020; Zulkifli, 2018). Students will tend to group "alone together" if there is interest and attention. Conversely, "alone together" does not form if students have no belief that Instagram is a fun tool to use (Marlianto, Ramadhani, & Permana, 2016; Yuliani, Utami, & Raharjo, 2020; Zulkifli, 2018).

Students at Jenderal Achmad Yani University belong to those who utilize Instagram frequently. Jenderal Achmad Yani University is additionally outfitted with WiFi. There's an attribute on this WiFi that makes using internet services for students easier, especially communication science students. It is anticipated that the setting up of WiFi will increase the general understanding of internet usage. In accordance to writer's observations, there are usually abnormalities and irregularities in communication science students interactions and educational settings. For example, regardless of the context, a large number of students utilize gadgets during courses and when spending with their friends. Their preferred method is to stay connected to their devices, communicating with each other through digital and other leisure apps.

## Method

This study utilized a quantitative associative method as its approach. This is consistent with the study's aim of identifying and analyzing Instagram's impact on the rise of "alone together". The amount, charitable, and frequency of the symptoms under research are all included in this quantitative study. As

a result, the objective of the descriptive examinations in this study is to provide a systematic, accurate, and comprehensive description of the characteristics and facts of the research object (Creswell, 2020).

In this study, questionnaires and observation were used to collect data. A list of statements on social media was contained in the questionnaire for this study, which was distributed to 55 students of communication science at Jenderal Achmad Yani University. As for the selection of respondents, it is based on the slovin formula with the number of populations is 124 as follows.

$$n = \frac{N}{1 + N(e)^2}$$

**Information:**

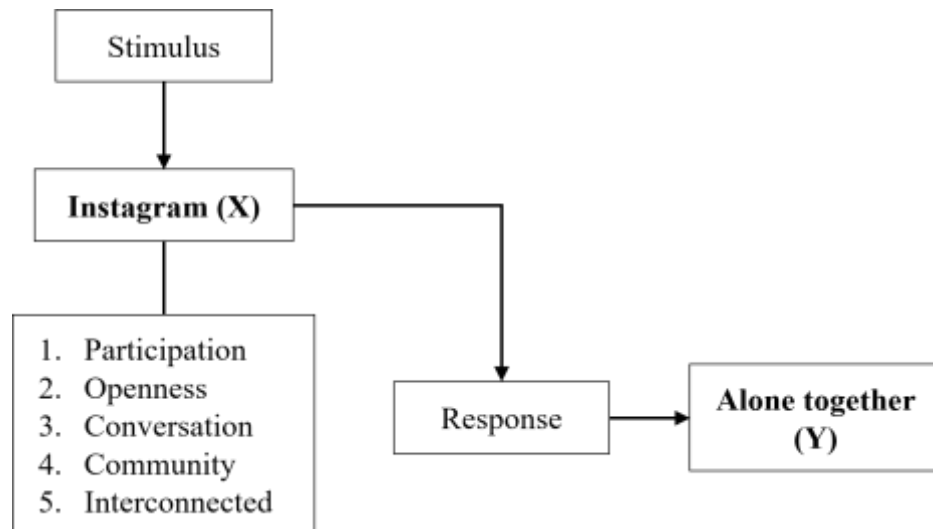
n = Number of samples

N = Number of population

e = Error in sampling

Because the likert scale measures a person's attitude, opinion, and impression of an individual or group of individuals about study concerns, it is a helpful instrument for data measurement. Research variables are concerns that have been specifically defined for the purpose of study. The variables that are assessed are referred to as indicators through the use of the likert scale. The indication is then utilized as a starting point for the construction of instrument items, some of which may take the kind of statements (Creswell, 2020). Strongly agree, agree, normal, disagree, and strongly disagree are on the likert scale used in this study.

In addition, according to the purpose and needs of the study, descriptive analysis, validity assessment, testing for reliability, straightforward linear regression, t-test, and correlation coefficients are a few of the data analysis techniques used in this study (Creswell, 2020). In the following figure, researcher's make a chart on Instagram's impact on Jenderal Achmad Yani University communication science student's development of "alone together".



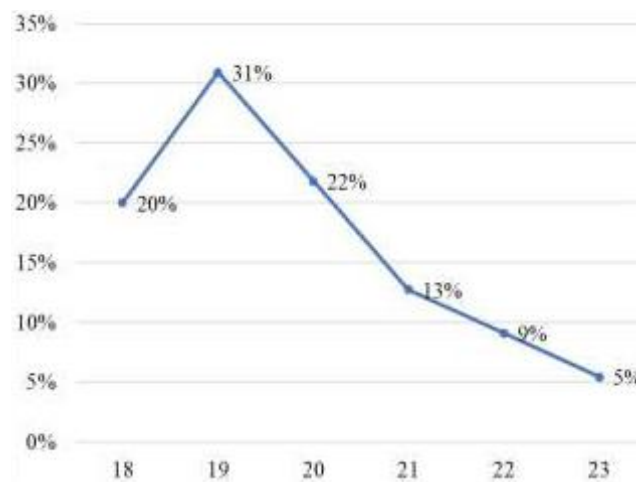
Source: Processed by researchers, 2025

**Figure 2. Research Chart**

## Results and Discussion

### *Respondent's Profile*

The ages illustrated in the subsequent figure have been included in the profile of those participating in the study:



Source: Primary data processed, 2025

**Figure 3. Respondent's Profile by Age**

Considering the available data, it can be drawn that Jenderal Achmad Yani University communication science students' creation of the "alone together" has been significantly impacted by Instagram. The age spectrum of most of students doubted was 18 - 21, with 19 representing the highest percentage. It also means that youngsters are using Instagram more often, which is a recognized social media site for communication and interaction with others. In addition, the data indicates that students utilize Instagram less often when they grow older; just five percent of students are 23 years old. It also indicates that older students may not be similarly impacted with Instagram. Overall, the information suggests Instagram being a major influence on the growth of "alone together" among Jenderal Achmad Yani University communication science students, especially the younger ones. This phenomenon, giving a sense that users are physically together yet emotionally separated, can be triggered by the platform's continuous relationship and interaction between peers.

### Normality Test

To find out if both independent and dependent variables have normal distributions, one may use the results of the normality test. The data can be defined to have a normal distribution if the value of the probability exceeds than 0.05 (Creswell, 2020). The following table displays the results of the normality test which was conducted utilizing IBM SPSS 26 Windows 10 output in this research.

**Table 1. Normality Test Results**

One Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		55
Normal parameters	Mean	486.18
	Standard deviation	545.86
Most extreme differences	Absolute	.073
	Positive	.055
	Negative	-.073
Test statistic		.073
Asymp. Sig. (2-tailed)		.200

*Source: Primary data processed, 2025*

Asymmetric significant (2-tailed) was determined with a p-value of  $0.200 > 0.05$ , based to table 1's normality results. As such, data from independent as well as dependent variables fall into the normal distribution category.

### ***Partial Hypothesis Test Results***

Assuming the independent variable is constant, the partial hypothesis test (t-test) is used to determine the partial significance of the connection between the independent and dependent variables. Matching the value of the  $t_{count}$  with the  $t_{table}$  at a 10% confidence level and degree of freedom serves as proof. Several hypotheses are set on the test are:

- H<sub>0</sub>** : There was no relationship between the use of Instagram and the formation of "alone together" among Jenderal Achmad Yani University communication science students.
- H<sub>1</sub>** : There was relationship between the use of Instagram and the formation of "alone together" among Jenderal Achmad Yani University communication science students.

Here is table 2 which presents the results of a partial hypothesis test (t-test) based on IBM SPSS 26 Windows 10 output.

**Table 2. Partial Hypothesis Test Results (T-Test)**

Coefficients					
Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig.
	B	Std. Error	Beta		
Constant	13.561	4.162		3.258	.002
Instagram	.074	.085	.119	.875	.385

*Source: Primary data processed, 2025*

The partial hypothesis test (t-test) provided a value of 3.258, as can be shown from the table 2. At a 10% confidence level, researchers investigate the  $t_{count}$  and  $t_{table}$  using criteria in order to show whether or not there is a significant effect:

1. If  $t_{count}$  is smaller than  $t_{table}$  then **H<sub>0</sub>** is accepted and **H<sub>1</sub>** is rejected
2. If  $t_{count}$  is greater than  $t_{table}$  then **H<sub>0</sub>** is rejected and **H<sub>1</sub>** is accepted

The test results of the Instagram variable have a  $t_{count}$  of 3.258, this shows that the value of  $t_{count}$  is more than  $t_{table}$  which is 1.673. So, these results show that **H<sub>0</sub>** is rejected and **H<sub>1</sub>** is accepted, meaning there was relationship between the use of Instagram and the formation of "alone together" among Jenderal Achmad Yani University communication science students.

### ***The Use of Instagram on Jenderal Achmad Yani University Communication Science Student***

In this subchapter, an explanation of the results conducted through surveys with the help of questionnaires given to 55 Jenderal Achmad Yani University communication science students who were the subjects of the study was presented. The data obtained from the questionnaire is then interpreted descriptively to answer and find out the identification of research problems that have been previously described, so that this study can describe the distribution of research subject's answers about use of Instagram. Below is a table 3 that presents a descriptive analysis of use of Instagram on Jenderal Achmad Yani University communication science students.

**Table 3. Descriptive Analysis of Use of Instagram**

Category	Score	Frequency	Number of Scores
Very appropriate	5	216	1,080
Appropriate	4	163	652
Normal	3	264	792
Inappropriate	2	49	98
Very inappropriate	1	23	23
<b>Total</b>			<b>2,645</b>

Source: Questionnaire, 2025

Based on table 3, it is known that the total score on use of Instagram is 2,645. In order to make it easier to describe the results of descriptive analysis, researchers set very appropriate categories equivalent to very large, appropriate to large, normal equivalent to moderate, inappropriate equivalent to small, and very inappropriate equivalent to very small. Then, the researcher described those results with the following continuum.



Source: Primary data processed, 2025

**Figure 4. Continuum of Use of Instagram**

According to the results, the majority of Jenderal Achmad Yani University communication science students use Instagram in the most appropriate way. This demonstrates that the majority of college students value Instagram's use. With a total score of 792 and a frequency of 264, the "normal" category has the greatest frequency, followed by "very appropriate". This indicates that a significant number of Jenderal Achmad Yani University communication science students view Instagram as a standard medium. With total scores of 163 and 49, respectively, the "appropriate" and "inappropriate" categories had lower frequencies. This indicates that even though the majority of college students consider Instagram to be normal or entirely fine, some do not. With just 23 scores, the "very inappropriate" group had the lowest frequency. This demonstrates that a tiny portion of students think Instagram is a bad platform. Overall, the data indicates that while a tiny portion of Universitas Jenderal Achmad Yani's communication science students view Instagram as a normal, appropriate, improper, or highly inappropriate platform, the majority view it as a very suitable drug to use. This demonstrates that the majority of students view Instagram as a significant and helpful social media platform for their communication endeavors.

According to the findings, most Jenderal Achmad Yani University communication science students use Instagram in the most appropriate way. This is consistent with the claims made by Perssela, Mahendra, & Rahmadiani (2022) Setiaji (2023), Juwita (2017), Rizal (2019), Praditya (2019), Sunardiyah, Pawito, & Isrun (2022), Natalya, Lyudmila, Lyudmila, Svetlana, & Anna (2014), Turkle in Saleh & Pitriani (2018), and Watie (2016). This demonstrates that most students find Instagram to be useful. The "normal" category has the highest frequency, with a total score of 792 and a frequency of 264, "very appropriate" is the next most frequent category. This indicates that a significant portion of Jenderal Achmad Yani University's communication science students view Instagram as a conventional media. The categories labeled as "appropriate" and "non-conforming" had lower frequencies, with total scores

of 163 and 49, respectively. This demonstrates that while the majority of college students view Instagram as normal or even positively beneficial, some do not. The group categorized as "highly incongruous" had the lowest frequency, with only 23 scores. According to several studies by Perssela, Mahendra, & Rahmadiani (2022) Setiaji (2023), Juwita (2017), Rizal (2019), Praditya (2019), Sunardiyah, Pawito, & Isrun (2022), Natalya, Lyudmila, Lyudmila, Svetlana, & Anna (2014), Turkle in Saleh & Pitriani (2018), and Watie (2016), just a tiny proportion of students believe Instagram to be a terrible platform.

Overall, the findings indicate that while some communication science students at Universitas Jenderal Achmad Yani view Instagram as a normal, appropriate, improper, or severely inappropriate platform, the majority think it's a very good social media to use for communication. This indicates that a significant portion of students view Instagram as a valuable and beneficial social media tool for their communication endeavors. The use of Instagram by Communication Science students can be linked to the phenomenon of loneliness that arises due to the use of social media in the context of the "alone together" theory, which is guided by Perssela, Mahendra, & Rahmadiani (2022) Setiaji (2023), Juwita (2017), Rizal (2019), Praditya (2019), Sunardiyah, Pawito, & Isrun (2022), Natalya, Lyudmila, Lyudmila, Svetlana, & Anna (2014), Turkle in Saleh & Pitriani (2018), and Watie (2016). These varying perspectives on the appropriateness of social media use may reflect individual perceptions and experiences in coping with the need for in-person interaction and social connection, even though the majority of college students see Instagram as a useful and appropriate platform. This demonstrates how crucial it is to comprehend how social media platforms like Instagram and others affect people's ability to connect with one another and form social relationships (Perssela, Mahendra, & Rahmadiani, 2022; Setiaji, 2023; Juwita, 2017; Rizal, 2019; Praditya, 2019; Sunardiyah, Pawito, & Isrun, 2022; Natalya, Lyudmila, Lyudmila, Svetlana, & Anna, 2014; Turkle in Saleh & Pitriani, 2018; Watie, 2016).

#### ***The Formation of "Alone Together" on Jenderal Achmad Yani University Communication Science Student***

In this subchapter, an explanation of the results conducted through surveys with the help of questionnaires given to 55 Jenderal Achmad Yani University communication science students who were the subjects of the study was presented. The data obtained from the questionnaire is then interpreted descriptively to answer and find out the identification of research problems that have been previously described, so that this study can describe the distribution of research subject's answers about formation of "alone together". Below is a table 4 that presents a descriptive analysis of formation of "alone together" on Jenderal Achmad Yani University communication science students.

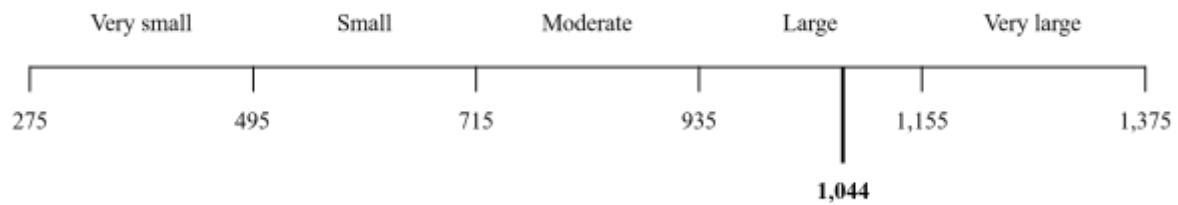
**Table 4. Descriptive Analysis of Formation of "Alone Together"**

Category	Score	Frequency	Number of Scores
Very appropriate	5	72	360
Appropriate	4	108	432
Normal	3	69	207
Inappropriate	2	19	38
Very inappropriate	1	7	7
<b>Total</b>			<b>1,044</b>

*Source: Questionnaire, 2025*

Based on table 4, it is known that the total score on formation of "alone together" is 1,044. In order to make it easier to describe the results of descriptive analysis, researchers set very appropriate categories equivalent to very large, appropriate to large, normal equivalent to moderate, inappropriate equivalent to small, and very inappropriate equivalent to very small. Then, the researcher described those results with the following continuum.





Source: Primary data processed, 2025

**Figure 5. Continuum of Formation of "Alone Together"**

Based on the results, the study reveals that most Universitas Jenderal Achmad Yani communication science students believe the notion of "alone together" is adequate or highly suitable. While some students rated it a four, meaning that the concept suited well, others gave it a five, meaning that the concept was highly acceptable. This demonstrates that nearly five-nine percent of respondents believe the idea of being "alone together" is ideal. In today's world of digital interactions, college students are typically more inclined to regard the notion of being "alone together" adequate or very suitable (around 85%), suggesting that they embrace the idea of being physically together yet emotionally and socially disconnected from one another. This investigation leads to the conclusion that Universitas Jenderal Achmad Yani communication science students generally endorse the idea of "alone together" and consider it a suitable reaction in the present era of digital connections. This demonstrates how well the pupils comprehend and adjust to the complexities of social connections that emerge in the digital age.

The "alone together" theory put forth by Aprilia, Sriati, & Hendrawati (2020), Cahyono (2016), Nurmalasari & Masitoh (2020), Rahardjo, Qomariyah, Andriani, Hermita, & Zanah (2020), Muna & Astuti (2014), Suriati, Faridah, & Nursyam (2022), Mubaroq & Hidayati (2022), Paramita, Segara, & Puspa (2022), Hardika, Noviekayati, & Saragih (2019), Luthfy & Raihan (2022), Natalya, Lyudmila, Lyudmila, Svetlana, & Anna (2014), Turkle in Saleh & Pitriani (2018), and Sakinah, Zatrachadi, & Darmawati (2020) asserted that despite living in a shared physical state, people tend to be socially and emotionally estranged from one another. According to research conducted at Jenderal Achmad Yani University, most students studying communication science think that the idea of being "alone together" is either highly appropriate or very appropriate. This demonstrates that about 59% of participants think it is suitable to be "alone together". According to the data, 85% of university students believe that the idea of being "alone together" is somewhat appropriate or very appropriate in today's digital age, and students are more willing to embrace it. This demonstrates that Universitas Jenderal Achmad Yani communication science students largely agree with the concept of "alone together" and think it's a suitable reaction in the present era of digital connectivity (Aprilia, Sriati, & Hendrawati, 2020; Cahyono, 2016; Nurmalasari & Masitoh, 2020; Rahardjo, Qomariyah, Andriani, Hermita, & Zanah, 2020; Muna & Astuti, 2014; Suriati, Faridah, & Nursyam, 2022; Mubaroq & Hidayati, 2022; Paramita, Segara, & Puspa, 2022; Hardika, Noviekayati, & Saragih, 2019; Luthfy & Raihan, 2022; Natalya, Lyudmila, Lyudmila, Svetlana, & Anna, 2014; Turkle in Saleh & Pitriani, 2018; Sakinah, Zatrachadi, & Darmawati, 2020).

The degree to which pupils comprehend and adapt to the complexity of social ties that emerge in the digital age is demonstrated by this research. Due to the impact of social media and digital technologies, people may feel emotionally and socially detached even when they are in the same group or setting. This demonstrates how Universitas Jenderal Achmad Yani communication science students view the idea of being "alone together" as normal and natural in their day-to-day lives (Aprilia, Sriati, & Hendrawati, 2020; Cahyono, 2016; Nurmalasari & Masitoh, 2020; Rahardjo, Qomariyah, Andriani, Hermita, & Zanah, 2020; Muna & Astuti, 2014; Suriati, Faridah, & Nursyam, 2022; Mubaroq & Hidayati, 2022; Paramita, Segara, & Puspa, 2022; Hardika, Noviekayati, & Saragih, 2019; Luthfy & Raihan, 2022; Natalya, Lyudmila, Lyudmila, Svetlana, & Anna, 2014; Turkle in Saleh & Pitriani, 2018; Sakinah, Zatrachadi, & Darmawati, 2020).

***The Influence of Instagram on the Formation of "Alone Together" on Communication Science Students at Jenderal Achmad Yani University***

In this subchapter, the results of the correlation coefficient are displayed which is an analysis of the influence of Instagram on the formation of "alone together" among Jenderal Achmad Yani University communication science students. Here is table 5 that presents the results of the correlation coefficient based on IBM SPSS 26 output Windows 10.

**Table 5. Correlation Coefficient Results**

Correlations			
		Instagram	"Alone Together"
Instagram	Pearson correlation	1	.748
	Sig. (2-tailed)		.000
	N	55	55
"Alone Together"	Pearson correlation	.748	1
	Sig. (2-tailed)	.000	
	N	55	55

*Source: Primary data processed, 2025*

The results shows that the calculations using the Pearson correlation which results in the value of Instagram relationship with formation of "alone together" on communication science students at Jenderal Achmad Yani University is 0.748, it shows that influence of instagram on the formation of "alone together" has a category that strong and significant. In other words, Instagram contributed to the formation of "alone together" on communication science students at Jenderal Achmad Yani University by 74.8%, while 25.2% of the formation of "alone together" on students was influenced by other factors not observed in this study. Further research with a different methodologies and concept may be needed to more accurately assess the influence of Instagram on this phenomenon among communication science students at Jenderal Achmad Yani University.

The theory of "alone together" which is guided by Perssela, Mahendra, & Rahmadiani (2022) Setiaji (2023), Juwita (2017), Rizal (2019), Praditya (2019), Sunardiyah, Pawito, & Isrun (2022), Natalya, Lyudmila, Lyudmila, Svetlana, & Anna (2014), Turkle in Saleh & Pitriani (2018), Watie (2016), Aprilia, Sriati, & Hendrawati (2020), Cahyono (2016), Nurmallasari & Masitoh (2020), Rahardjo, Qomariyah, Andriani, Hermita, & Zanah (2020), Muna & Astuti (2014), Suriati, Faridah, & Nursyam (2022), Mubaroq & Hidayati (2022), Paramita, Segara, & Puspa (2022), Hardika, Noviekayati, & Saragih (2019), Luthfy & Raihan (2022), and Sakinah, Zatrahadi, & Darmawati (2020), refers to the phenomenon in which a person feels connected to others through social media such as Instagram, yet still feels lonely or isolated in real life.

According to the findings, Jenderal Achmad Yani University communication science students' usage of Instagram and the development of "alone together" were significantly correlated. Based on the data, it can be inferred that Instagram had a significant role in the establishment of "alone together" among the students, with a Pearson correlation value of 0.748 or 74,8%. This shows that even while students communicate with people on Instagram, the app has a significant impact on how they perceive social isolation and loneliness (Perssela, Mahendra, & Rahmadiani, 2022; Setiaji, 2023; Juwita, 2017; Rizal, 2019; Praditya, 2019; Sunardiyah, Pawito, & Isrun, 2022; Natalya, Lyudmila, Lyudmila, Svetlana, & Anna, 2014; Turkle in Saleh & Pitriani, 2018; Watie, 2016; Aprilia, Sriati, & Hendrawati, 2020; Cahyono, 2016; Nurmallasari & Masitoh, 2020; Rahardjo, Qomariyah, Andriani, Hermita, & Zanah, 2020; Muna & Astuti, 2014; Suriati, Faridah, & Nursyam, 2022; Mubaroq & Hidayati, 2022; Paramita, Segara, & Puspa, 2022; Hardika, Noviekayati, & Saragih, 2019; Luthfy & Raihan, 2022; Sakinah, Zatrahadi, & Darmawati, 2020).

Nevertheless, 25.2% of other variables that were not included in this analysis also had an impact on how "alone together" formed in pupils. This demonstrates the necessity for deeper investigation using various approaches and ideas in order to pinpoint Instagram's impact on this occurrence among Jenderal

Achmad Yani University communication science students. Beyond Instagram use, additional elements that might impact the development of "alone together" may potentially be found by future research.

## Conclusion and Recommendation

The majority of Jenderal Achmad Yani University communication science students use Instagram in the most acceptable way, according to the data. This demonstrates that the majority of college students value using Instagram. There are some college students that disagree with the majority who view Instagram as a normal or even beneficial medium. As a result, it's critical to comprehend how social media sites like Instagram impact people's capacity for interpersonal communication and the development of social bonds. In this regard, the best guidance that can be provided is that education must be done to enable students to acquire the skills necessary to use social media for communication in a healthy and efficient manner.

The findings show that Universitas Jenderal Achmad Yani students studying communication science largely agree with the idea of "alone together" and think it's a reasonable response in this day of digital connectedness. They recognize and acknowledge the intricacy of social ties that emerge in the era of digital technology. In this regard, recommendations include the need to keep investigating how students comprehend and adjust to the complexities of social interactions in the digital age, as well as how the idea of being "alone together" may impact their general emotional and social wellbeing. Furthermore, it's critical to keep evaluating how social media and digital technologies are affecting students' interpersonal interactions.

Based on the findings, Universitas Jenderal Achmad Yani communication science students' usage of Instagram and the emergence of the phenomena of "alone together" were shown to be significantly correlated, with a Pearson correlation value of 0.748 or 74,8%. This demonstrates that Instagram has a big impact on how "alone together" forms in these pupils. However, additional elements not included in the research had an impact on 25.2% of "alone together" development among college students. One recommendation in this regard is the necessity for more study using various ideas and approaches in order to more precisely evaluate Instagram's impact on this phenomena among Universitas Jenderal Achmad Yani communication science students. Furthermore, future studies should take into account additional factors that might possibly affect the development of "alone together". As a result, it can help clarify how Instagram contributes to these pupils' development of a "alone together" mentality.

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