

ABSTRAK

Penggunaan Instagram Story oleh mahasiswa Generasi Z tidak hanya digunakan untuk membagikan aktivitas sehari-hari, tetapi juga untuk mengungkapkan kondisi emosional, termasuk kesedihan. Bentuk unggahan yang terlihat belum tentu menjelaskan pengalaman dan tujuan pengunggah. Penelitian ini bertujuan memahami pengalaman mahasiswa Gen Z, makna Instagram Story sebagai media self-disclosure, serta because motive dan in-order-to motive dalam mengungkapkan kesedihan.

Penelitian menggunakan pendekatan kualitatif dengan tradisi fenomenologi Alfred Schutz. Informan terdiri atas lima mahasiswa Gen Z di Kota Bandung yang dipilih melalui purposive sampling. Data dikumpulkan melalui wawancara mendalam, observasi nonpartisipan, dan dokumentasi. Data dianalisis menggunakan model Miles, Huberman, dan Saldaña melalui kondensasi data, penyajian data, serta penarikan kesimpulan dan verifikasi. Keabsahan data diperiksa melalui triangulasi, member checking, dan pencatatan proses penelitian.

Hasil penelitian menunjukkan bahwa kesedihan dipicu oleh konflik romantis, kehilangan keluarga, dan kecemasan masa depan. Instagram Story dimaknai sebagai ruang self-disclosure yang simbolik, selektif, dan fleksibel. Because motive berasal dari pengalaman emosional dan kesulitan bercerita langsung, sedangkan in-order-to motive mencakup penyaluran emosi, komunikasi tidak langsung, dukungan, kelegaan, dan motivasi diri. Dengan demikian, pengungkapan kesedihan tidak hanya bertujuan mencari perhatian, tetapi juga menjadi bagian dari komunikasi dan pengelolaan emosi.

Kata kunci: mahasiswa Gen Z, Instagram Story, kesedihan, self-disclosure, motif

ABSTRACT

The use of Instagram Stories by Generation Z university students is not limited to sharing daily activities but also includes expressing emotional conditions, including sadness. Visible posts do not necessarily reveal the uploader's underlying experiences and purposes. This study aims to understand students' experiences, the meaning of Instagram Stories as a medium of self-disclosure, and the because motives and in-order-to motives underlying expressions of sadness.

This study employed a qualitative approach using Alfred Schutz's phenomenological tradition. The informants comprised five Generation Z university students in Bandung selected through purposive sampling. Data were collected through in-depth interviews, non-participant observation, and documentation. The data were analyzed using Miles, Huberman, and Saldaña's model through data condensation, data display, and conclusion drawing and verification. Trustworthiness was examined through triangulation, member checking, and systematic documentation of the research process.

The findings show that sadness was triggered by romantic conflicts, family loss, and anxiety about the future. Instagram Stories were understood as a symbolic, selective, and flexible space for self-disclosure. Because motives arose from emotional experiences and difficulties in communicating directly, while in-order-to motives included emotional release, indirect communication, support, relief, and self-motivation. Therefore, expressing sadness was not merely intended to seek attention but also formed part of communication and emotional management.

Keywords: Generation Z students, Instagram Stories, sadness, self-disclosure, motives