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Healthy Lifestyle As a Self-Presentation Strategy on Instagram (Qualitative Study on Z Generation in Medan City)

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ABSTRAK

Penelitian ini bertujuan untuk menjelaskan bagaimana generasi Z di Kota Medan menerapkan strategi presentasi diri Erving Goffman dengan menggunakan aktivitas gaya hidup sehat. Penelitian ini menggunakan metode kualitatif dengan observasi dan wawancara sebagai teknik pengumpulan data dan purposive sampling sebagai teknik pemilihan informan. Berdasarkan data dari para informan, dapat disimpulkan bahwa semua informan menunjukkan contoh strategi presentasi diri dengan memperbarui aktivitas aplikasi Strava mereka di media sosial Instagram dan memamerkan beberapa aktivitas olahraga dengan komunitas olahraga mereka. Selain itu, menampilkan gaya hidup sehat di Instagram menjadi motivasi yang lebih penting bagi informan daripada manfaat gaya hidup sehat itu sendiri.

Kata kunci: *Gaya Hidup Sehat, Presntasi Diri, Media Sosial, Instagram*

ABSTRACT

This study aims to explain how the Z generation in Medan City implement Erving Goffman's self-presentation strategy by using healthy lifestyle activity. This research uses qualitative method with observation and interview as data collection techniques and purposive sampling as an informant selection technique. Based on data from informants, it can be concluded that all informants demonstrate exemplification self-presentation strategy by updating their Strava application activity on social media Instagram and showing off several exercise activities with their sports community. In addition, presenting a healthy lifestyle on Instagram becomes more important motivation to informants than the benefit of healthy lifestyle itself.

Keywords: *Healthy Lifestyle, Self-Presentation, Social Media, Instagram*

Introduction

A healthy lifestyle shown on Instagram account is perceived as a positive self-image in digital social interaction. To begin with, there is a phenomenon where social media users regularly updating their healthy lifestyle as daily habits in social media. Social media such as Instagram, is not only a way to connect with others, but also a way to connect to people that you may not have met previously. Many times these individuals will never meet face to face. This means that the user can choose how they wish to show themselves, and the depicted image may or may not be the same as who they are in real life. This study aimed to investigate how users with a significant number of followers on the platform of Instagram have achieved their social media fame and success by performing healthy lifestyle. According to the World Health Organization (WHO), approximately 25% of the world's adult population does not get enough physical activity, and this is more frequent in high-income countries. Instagram was selected for this research because it allows researche to observe and analyze different aspects of self-presentation through healthy lifestyle, both text and visual.

Literature Review

Life style and Healthy Lifestyle

Lifestyle according to the World Health Organization (WHO) is based on identifiable patterns of behavior, determined by the interaction between individual personal characteristics, social interactions, and socioeconomic and environmental living conditions. A healthy lifestyle refers to behaviors that reduce the risk of illness, such as proper nutrition, adequate control, and treatment of stress and negative emotions. As well as good physical exercise, sleep, and distraction regimen; control and avoidance of substance abuse; and proper use of time. This type of lifestyle contributes to the individual maintaining or recovering health.

Self-presentation

According to Goffman (1959), presentation of self has many purposes, for example, wants to be admired, presented self as being competent or to get sympathy. Presentation of Goffman's thinking is usually the case in face-to-face interaction. However, some scholars began to apply this theory in the level of self-presentation online. Each goal involves different strategies of self-presentation, namely:

1. Taking advance (Ingratiation);
2. Threatening (Intimidation);
3. Competence
4. Exemplary Award (Exemplification)
5. Request (Supplication)
6. Barriers of Self (Self-Handicapping)
7. Aligning Action
8. Altercasing.

Method

This is qualitative research with constructivist paradigm. Informant selection technique is purposive sampling and snowball sampling, which is the main informant named Dina, that researchers found purposively, Dina introduces researchers to other informants. Data collection was conducted through interviews and online observations on Instagram account that owned by informants. Data analysis techniques were performed using the Miles, Huberman, and Saldana (2014) techniques, namely data condensation, data display, and conclusion drawing and verification

Result and Discussion

Based on the observation on Instagram account that owned by all informants, there are no sponsored posts, so all images are the result of genuine self-presentation. Self-presentation strategies that were performed by informants as healthy individuals on Instagram platform are shown through the act of several sport activities. First informant is Dina. This 26-year old lady experienced good feeling when exercise which led her interest in running, presenting it to Instagram and gaining more followers. She has grown her popularity through posting healthy lifestyle on Instagram in a form of running activity. Dina joins a running club in Medan City. As for Rakha, maintaining a large social network while running may help promote healthy lifestyle self-presentation. The emergence of influencers in social media networking inspires him to change behaviour to healthy lifestyle.

Another informant, Aryo has the mission to empowering the community through sport activities, to influence and help the community to play an active role in supporting behaviour and environmental change as well as in maintaining and improving healthy lifestyle. In addition to sport activities, Aryo encourages his followers on

Instagram to do physical activities through simple action such as taking more walks and stretching their body. Aryo believe that people who exercise regularly have better conditions compared to people who do not exercise. On the other hand, Aryo shows tendency of consumptive activity due to his excessive buying of sport apparel.

Last informant, Fari does physical activities on a regular basis. The types of sports activities are running and soccer. Fari believes that maintaining a healthy weight could improving quality of life. Fari also joins running community. For Fari, sports activities that are done together can also become a form of refreshing to eliminate boredom.

There are many ways individuals can present themselves in ideal manners, including using healthy lifestyle as self-presentation in social media. Self-presentation, in academic way of expression, is the way a person presents herself in such a way that makes other people accept her and take her into consideration (Goffman, 1959). Aside from uploading healthy lifestyle in a form of exercise activities, all informants also updating their Strava application that being linked to their Instagram's account. Informant Dina and Aryo attempt to show that they are dependable on their running activities to the extent that they become a role model. This is the implementation of *exemplification* form of self-presentation strategy. Another informants, Rakha and Fari implement *competence* self-presentation strategy by showing competence in running and another healthy lifestyle activities.

NO	NAME / INITIAL INFORMANT	AGE	OCCUPATION	SELF-PRESENTATION STRATEGY
1.	Rakha	24 years old	Administrative staff	• Self-presentation strategies: Competence.
2.	Aryo	26 years	Teacher	• Self-presentation strategies: Exemplification
3.	Dina	26 years	Journalist	• Self Presentation Strategies: Exemplification
4.	Fari	25 years	Master of Ceremony	• Self-presentation strategy: Competence

Tabel 1
Identity of informants

Conclusion

Based on the data, it can be concluded that informants using exemplification and competence as a self-presentation strategy. In addition, presenting a healthy lifestyle on Instagram becomes more important motivation to informants than the benefit of healthy lifestyle itself. Therefore, it is recommended to reduce the use of social media and more focus to maintain healthy lifestyle genuinely in real life. In addition, none of informants demonstrating of a fabricated healthy practice in social media. Also, all informants have access to facilities to push themselves to adopt a healthy lifestyle. Positive self-presentation in social media helps them establish the authenticity of their self-expression.

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