

The Trend of Selfie (Self Portrait) in Social Network

(The Study Of Motivation Factor, The Changing Lifestyle, And The Impact In A Photograph Selfie In Social Network Of Sociology Student In The Faculty Of Social And Political Lampung University)

By

ANGGA HADI PUTRA

This study aims to assess about motivation factor, the life style changes, and the impact of a selfie in social networking at the departement student of sociology the social and political faculty of lampung university as well as the awareness about deep understand the trend of selfie in social networking. Students of sociology in the social and political faculty of lampung university are teenagers who active in doing selfie and then upload it to the social media. They are often once doing these activities during the ongoing lecture or changing subyek. In addition also, selfie itself is an activity or new phenomenon that were occurring in society. This research use the qualitative method using “verstehen” approach which means understand or understanding. A theory that used in this research was the theory of diffusion of innovations. The determination of informants determined on deliberately on students of sociology in lampung university. Data collection is done by means of in-depth interviews, observation and also documentation. The results of this research prove that; 1. the motivation factor: share a moment , self existence , praise obtained , and the influence of technology innovation .2. the life style changes: Selfie become compulsory event daily , make trendy , and wasteful pulse .3. The impact of; positive impact: distributing a hobby , more confident , and many friends .The negative impact: victims of crime from others , selfie waste of time , negative criticisms , and selfie interfere another.

Keyword: selfie, motivation factor, the changing lifestyle, the impact of positif-negatif.