

ABSTRACT

This study explores the utilization of Instagram as a medium for shaping self-concept through journaling activity. The focus of the research includes the meaning of journaling on Instagram for journaling practitioners, their experiences and purposes in engaging in the activity, and how journaling brings new meaning into their lives. This research adopts a qualitative approach using a phenomenological method, with data collected through observation, in-depth interviews, and documentation. The main theoretical framework is the Self-Concept theory by Calhoun and Acocella, which comprises three dimensions: self-knowledge, self-expectations, and self-evaluation. Additionally, the study incorporates Symbolic Interactionism theory by Douglas based on Mead's work, highlighting the aspects of mind, self, and society, as well as Alfred Schutz's phenomenological theory, particularly the two main motives: because motive and in order to motivate. The findings reveal that journaling on Instagram is perceived by practitioners as a tool for fostering collaboration and enhancing personal productivity. What begins as a response to the feeling of being unproductive evolves into a reflective practice that strengthens self-concept and builds a like-minded community. These findings can be utilized by journaling practitioners to maintain consistency in documenting their life experiences through journaling. This research may also serve as an initial reference for future studies focusing on similar topics.

Keywords: *Journaling, Instagram, Self Concept.*