

ABSTRAK

Fenomena selebrasi pasca ujian skripsi di media sosial, khususnya Instagram, telah menjadi praktik umum di kalangan mahasiswa sebagai bentuk ekspresi kebahagiaan sekaligus representasi eksistensi diri di ruang digital. Penelitian ini bertujuan untuk memahami representasi eksistensi diri mahasiswa Universitas Pembangunan Nasional “Veteran” Yogyakarta melalui atribut visual dan narasi pada unggahan selebrasi pasca ujian di Instagram. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Teori representasi Stuart Hall dengan tiga pendekatan reflektif, intensional, dan konstruksionis digunakan sebagai landasan analisis, serta didukung oleh konsep *technologies of the self* Foucault untuk menjelaskan pengelolaan identitas mahasiswa di Instagram. Pengumpulan data dilakukan melalui wawancara mendalam dengan lima mahasiswa yang telah melaksanakan ujian skripsi dan mengunggah momen selebrasi di Instagram, serta dilengkapi dengan observasi dan dokumentasi unggahan. Hasil penelitian menunjukkan bahwa mahasiswa cenderung menampilkan atribut simbolik seperti selempang, banner kelulusan, buket bunga, dan skripsi sebagai penanda pencapaian. Sementara itu, narasi dalam bentuk caption dan *Instagram Story* dipilih untuk menegaskan rasa syukur, menceritakan proses perjuangan, hingga mencari validasi sosial. Temuan ini memperlihatkan bahwa selebrasi pasca ujian skripsi di Instagram tidak hanya berfungsi sebagai perayaan akademik, tetapi juga sebagai strategi representasi diri untuk membangun eksistensi di ruang digital.

Kata Kunci: representasi, eksistensi diri, instagram, mahasiswa, selebrasi skripsi

ABSTRACT

The phenomenon of post-thesis examination celebrations on social media, particularly Instagram, has become a common practice among students as a form of expressing happiness as well as representing self-existence in the digital space. This study aims to understand the representation of self-existence of students at Universitas Pembangunan Nasional “Veteran” Yogyakarta through visual attributes and narratives in post-thesis examination celebration uploads on Instagram. This research employs a qualitative method with a descriptive approach. Stuart Hall’s theory of representation with its three approaches: reflective, intentional, and constructionist is used as the analytical foundation, supported by Foucault’s concept of technologies of the self to explain students’ identity management on Instagram. Data collection was conducted through in-depth interviews with five students who had completed their thesis examinations and posted their celebration moments on Instagram, complemented by observation and documentation of the uploads. The findings show that students tend to display symbolic attributes such as sashes, graduation banners, flower bouquets, and theses as markers of achievement. Meanwhile, narratives in the form of captions and Instagram Stories are used to express gratitude, recount the struggles of the process, and seek social validation. These findings indicate that post-thesis examination celebrations on Instagram function not only as academic celebrations but also as strategies of self-representation to build existence in the digital space..

Keywords: *representation, self-existence, instagram, students, thesis celebration*