

ABSTRAK

Penelitian ini bertujuan mendeskripsikan dan menganalisis motif perempuan pengguna G Sport Center dalam memposting konten bentuk tubuh ideal di Instagram. Dengan pendekatan kualitatif studi kasus, data diperoleh melalui wawancara mendalam, observasi, dan dokumentasi aktivitas lima informan utama serta satu informan pendukung. Temuan menunjukkan bahwa motivasi utama mereka meliputi ekspresi diri, dokumentasi perkembangan fisik, pembangunan citra diri (personal branding), serta harapan memperoleh dukungan dan pengakuan dari komunitas digital kebugaran. Instagram berfungsi sebagai media dokumentasi sekaligus ruang interaksi sosial melalui fitur Reels dan Stories. Beberapa informan menghadapi tantangan psikologis berupa rasa insecure akibat perbandingan sosial dan penggunaan filter. Penelitian ini menegaskan peran ganda Instagram sebagai sumber motivasi sekaligus pemicu tekanan sosial, serta sebagai media pembentukan identitas di era digital. Rekomendasi diberikan untuk memperkuat literasi digital dan dukungan komunitas demi menciptakan ruang inklusif dan sehat dalam berekspresi di media sosial dan dunia kebugaran.

Kata kunci: motivasi memposting, tubuh ideal, Instagram, personal branding, literasi digital, komunitas kebugaran, studi kasus G Sport Center.

ABSTRACT

This study aims to describe and analyze the motives of female users of G Sport Center in posting ideal body shape content on Instagram. Using a qualitative case study approach, data were obtained through in-depth interviews, observation, and documentation of the activities of five main informants and one supporting informant. The findings show that their main motivations include self-expression, documentation of physical development, personal branding, and the hope of gaining support and recognition from the digital fitness community. Instagram serves as a documentation medium as well as a space for social interaction through the Reels and Stories features. Some informants faced psychological challenges in the form of insecurity due to social comparison and the use of filters. This study emphasizes the dual role of Instagram as a source of motivation as well as a trigger for social pressure, and as a medium for identity formation in the digital era. Recommendations are given to strengthen digital literacy and community support to create inclusive and healthy spaces for expression on social media and in the fitness world.

Keywords: motivation to post, ideal body, Instagram, personal branding, digital literacy, fitness community, G Sport Center case study.