

ABSTRAK

Perkembangan teknologi komunikasi mendorong perubahan cara individu mengekspresikan diri, termasuk dalam menjalin dan memperlihatkan hubungan romantis melalui media sosial. Instagram sebagai salah satu platform populer di kalangan usia dewasa awal menjadi wadah ekspresi hubungan yang ditandai dengan perilaku *Public Display of Affection* (PDA). Fenomena PDA tidak hanya menjadi bentuk aktualisasi diri, tetapi juga mencerminkan pengaruh budaya global, norma sosial, serta kebutuhan untuk mendapatkan pengakuan dari lingkungan sosial digital. Penelitian ini bertujuan untuk mengetahui motif PDA pada pasangan berpacaran dewasa awal di media sosial Instagram.

Penelitian ini menggunakan paradigma konstruktivisme dengan pendekatan kualitatif dengan metode fenomenologi Alfred Schutz, yang menitikberatkan pada pemaknaan subjektif individu melalui konsep *because of motive* dan *in order to motive*. Subjek pada penelitian ini yaitu 5 pasangan berpacaran dewasa awal pengguna media sosial Instagram. Objek pada penelitian ini yaitu motif pasangan berpacaran dewasa awal melakukan PDA di media sosial Instagram. Informan di tentukan menggunakan teknik *purposive sampling*, informan dalam penelitian ini adalah lima pasang dewasa awal yang aktif menunjukkan PDA di akun Instagram mereka. Data dikumpulkan melalui observasi, wawancara semi-terstruktur, dan dokumentasi, kemudian dianalisis menggunakan teknik analisis data fenomenologi menurut Creswell. Keabsahan data menggunakan teknik *member Check*.

Hasil penelitian menunjukkan bahwa motif individu dalam melakukan PDA di Instagram tidak muncul secara tiba-tiba, melainkan melalui pengalaman pribadi, pengaruh figur publik, dan dorongan untuk menormalisasi hubungan di ruang digital. Selain itu, tindakan tersebut dilakukan untuk menunjukkan eksistensi hubungan, meningkatkan keintiman, dan memperoleh validasi dari audiens media sosial. PDA di Instagram menjadi bentuk ekspresi kasih sayang yang dipengaruhi oleh dinamika sosial, budaya, serta perkembangan media digital, yang perlu disikapi dengan bijak oleh pengguna media sosial.

Kata kunci: *Public Display of affection*, Motif, Dewasa Awal, Instagram, Fenomenologi Alfred Schutz.

ABSTRACT

Advances in communication technology have driven changes in how individuals express themselves, including in forming and displaying romantic relationships through social media. Instagram, as one of the most popular platforms among young adults, has become a platform for expressing relationships characterized by Public Display of Affection (PDA) behavior. The PDA phenomenon is not only a form of self-actualization but also reflects the influence of global culture, social norms, and the need for recognition from the digital social environment. This study aims to identify the motives behind PDA among young adult couples on Instagram.

This study employs a constructivist paradigm with a qualitative approach using Alfred Schutz's phenomenological method, which emphasizes individual subjective interpretation through the concepts of "because of motive" and "in order to motive." The subjects of this study are five young adult couples who are active users of Instagram. The object of this study is the motives of young adult couples for engaging in PDA on Instagram. Informants were selected using purposive sampling techniques; the informants in this study were five young adult couples who actively displayed PDA on their Instagram accounts. Data were collected through observation, semi-structured interviews, and documentation, then analyzed using Creswell's phenomenological data analysis technique. Data validity was ensured using the member check technique.

The results of the study indicate that the motives of individuals in engaging in PDA on Instagram do not emerge suddenly but are influenced by personal experiences, the influence of public figures, and the desire to normalize relationships in the digital space. In addition, these actions are carried out to show the existence of a relationship, increase intimacy, and obtain validation from social media audiences. PDA on Instagram has become a form of expression of affection that is influenced by social and cultural dynamics as well as the development of digital media, which needs to be addressed wisely by social media users.

Keywords: Public Display of Affection, Motive, Young Adults, Instagram, Alfred Schutz's Phenomenology.