

ABSTRAK

Adinata Ramadhan Saparianto Prayoga. 2026. Flexing sebagai Representasi Status Sosial di Era Digital: Studi Kualitatif pada Masyarakat Urban Pengguna Media Sosial di Dusun Petung Kecamatan Saradan. Skripsi. Program Studi Bimbingan dan Konseling, Fakultas Keguruan dan Ilmu Pendidikan, Universitas PGRI Madiun. Pembimbing I Dr. Asroful Kadafi, S.Pd., M.Pd. Pembimbing II Dr. Suharni, S.Pd., M.Psi.

Perkembangan media sosial telah mengubah cara individu membangun identitas dan merepresentasikan status sosial melalui berbagai simbol digital. Salah satu fenomena yang berkembang adalah *flexing*, yaitu aktivitas menampilkan prestasi, kepemilikan materi, gaya hidup, maupun aktivitas ekonomi di media sosial sebagai bentuk representasi status sosial. Penelitian ini bertujuan mendeskripsikan bentukbentuk *flexing*, menganalisis makna *flexing* sebagai representasi status sosial berdasarkan perspektif fenomenologi, mengidentifikasi faktor-faktor yang melatarbelakangi praktik *flexing*, serta menganalisis representasi status sosial yang dibangun melalui simbol-simbol digital pada masyarakat urban pengguna media sosial di Dusun Petung Kecamatan Saradan.

Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian fenomenologi. Data diperoleh melalui observasi non-partisipatif dan dokumentasi digital terhadap konten media sosial yang mengandung unsur *flexing*. Analisis data menggunakan model interaktif Miles, Huberman, dan Saldaña yang meliputi reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa praktik *flexing* direpresentasikan melalui unggahan mengenai prestasi, kepemilikan barang, kepemilikan materi, gaya hidup, dan aktivitas usaha. *Flexing* dimaknai sebagai bentuk komunikasi simbolik untuk membangun identitas, memperoleh pengakuan sosial, dan merepresentasikan status sosial di media digital. Praktik tersebut dipengaruhi oleh pengalaman subjektif, karakteristik media sosial, budaya digital, serta kebutuhan memperoleh validasi sosial. Temuan penelitian menunjukkan bahwa media sosial telah menjadi ruang representasi sosial yang memungkinkan individu mengonstruksi identitas dan status sosial melalui simbol-simbol digital.

Kata kunci: *flexing*, representasi status sosial, media sosial, fenomenologi, masyarakat urban.

ABSTRACT

Adinata Ramadhan Saparianto Prayoga. 2026. Flexing as a Representation of Social Status in the Digital Era: A Qualitative Study of Urban Communities Using Social Media in Petung Hamlet, Saradan District. Thesis. Guidance and Counseling Study Program, Faculty of Teacher Training and Education, Universitas PGRI Madiun. First Advisor Dr. Asroful Kadafi, S.Pd., M.Pd. Second Advisor Dr. Suharni, S.Pd., M.Psi.

The development of social media has changed the way individuals build identities and represent social status through various digital symbols. One of the developing phenomena is flexing, namely the activity of displaying achievements, material possessions, lifestyle, and economic activities on social media as a form of social status representation. This study aims to describe the forms of flexing, analyze the meaning of flexing as a representation of social status based on a phenomenological perspective, identify the factors underlying the practice of flexing, and analyze the representation of social status built through digital symbols among urban communities using social media in Petung Hamlet, Saradan District.

This study uses a qualitative approach with a phenomenological research design. Data were obtained through non-participant observation and digital documentation of social media content containing elements of flexing. Data analysis uses the interactive model of Miles, Huberman, and Saldaña, which includes data reduction, data presentation, and conclusion drawing.

The results of the study show that the practice of flexing is represented through posts regarding achievements, ownership of goods, ownership of material possessions, lifestyle, and business activities. Flexing is interpreted as a form of symbolic communication to build identity, obtain social recognition, and represent social status in digital media. This practice is influenced by subjective experiences, the characteristics of social media, digital culture, and the need to obtain social validation. The research findings show that social media has become a space for social representation that enables individuals to construct identities and social status through digital symbols.

Keywords: *flexing, social status representation, social media, phenomenology, urban communities.*