

ABSTRACT

This study aims to examine food selfie practices on Instagram as a form of identity expression, lifestyle representation, and social connection among Generation Z in Bandung. What was once considered a simple act of posting food photos has evolved into a medium for self-representation in digital spaces. This research employs a qualitative approach using Alfred Schutz's phenomenological method and George Herbert Mead's symbolic interactionism theory. Data were collected through in-depth interviews, observations, and documentation involving informants aged 18–25 who are active Instagram users. The findings reveal five main motives behind food selfie practices: (1) Visual Documentation, (2) Habitual Practice, (3) Self-Expression, (4) Social Validation, and (5) Fear of Missing Out (FoMO). Visual documentation and habitual motives reflect the because motive, while self-expression, social validation, and FoMO indicate the in order to motive. Furthermore, the meaning of food selfies reflects the interconnectedness of the concepts of mind, self, and society. Mind is seen in reflective thinking, self manifests through the dimensions of Me and I, and society is reflected in digital norms that shape behavior. Thus, food selfies function as symbolic practices embedded in the identity formation of Generation Z within today's highly visual digital culture.

Keywords: *Food Selfie, Generation Z, Instagram, Social Phenomenology, Digital Identity.*