

The motive for using Instagram social media in forming a discussion space for students

Randi Pranata^{1✉}, Rendra Widyatama²

^{1,2}Program Studi Ilmu Komunikasi, Fakultas Sastra Budaya & Komunikasi, Universitas Ahmad Dahlan.

Correspondence Author: randi1900030190@webmail.uad.ac.id[✉]

Article history

Received : 2023-06-12

Accepted : 2023-07-22

Published : 2023-08-30

Keywords:

Social Media, motif,
Instagram, discussion

Abstract: The use of social media makes it easier for individuals in various aspects of life. This has an impact on increasing the number of social media users in Indonesia. This research aims to reveal the motives for using Instagram social media in creating a discussion space for students. Instagram, as a social media platform that is popular among students, provides space for visual interaction and conveying information through images and short text. This research examines how students use Instagram as a tool to discuss, exchange ideas, and form virtual communities in an academic environment. The research method used in this research is qualitative with a phenomenological approach. Data collection techniques were carried out through participant observation, in-depth interviews, and literature study. Survey questions focused on motivations for using Instagram for discussions, and students' perceptions of the platform's effectiveness in shaping discussion spaces. The data analysis techniques used in this research are data reduction, data presentation and drawing conclusions. The results of this research show that the motives for using Instagram social media for students include the 'Because' motive and the 'For' motive. The 'Because' motives for students using Instagram are 1) Instagram social media has a very large number of users; 2) The features on Instagram are interesting to facilitate discussion; 3) Instagram makes it easier for its users with an interest algorithm system. The 'For' motif consists of 1) To convey thoughts or ideas; 2) To gain broader insight; 3) To get a relevant community.

Abstrak: Penggunaan media sosial memberikan kemudahan pada individu dalam berbagai aspek kehidupan. Hal ini berdampak pada peningkatan jumlah pengguna media sosial di Indonesia. Penelitian ini bertujuan untuk mengungkapkan motif penggunaan media sosial Instagram dalam membentuk ruang diskusi bagi mahasiswa. Instagram, sebagai salah satu platform media sosial yang populer di kalangan mahasiswa, memberikan ruang untuk interaksi visual dan penyampaian informasi melalui gambar dan teks singkat. Penelitian ini mengkaji bagaimana mahasiswa memanfaatkan Instagram sebagai alat untuk berdiskusi, bertukar ide, dan membentuk komunitas virtual di lingkungan akademis. Metode penelitian yang digunakan dalam penelitian ini adalah kualitatif dengan pendekatan Fenomenologi. Teknik pengumpulan data yang dilakukan melalui observasi partisipan, wawancara mendalam, serta studi kepustakaan. Pertanyaan survei berfokus pada motivasi menggunakan Instagram untuk berdiskusi, dan persepsi mahasiswa mengenai efektivitas platform dalam membentuk ruang diskusi. Teknik analisis data yang digunakan dalam penelitian ini adalah reduksi data, penyajian data dan penarikan kesimpulan. Hasil penelitian ini menunjukkan bahwa motif penggunaan media sosial Instagram bagi mahasiswa terdapat motif 'Karena' dan motif 'Untuk', Motif 'Karena' mahasiswa menggunakan Instagram ialah 1) Media sosial Instagram memiliki pengguna yang sangat banyak; 2) Fitur-fitur yang ada di Instagram



Available online at
<http://jim.unsyiah.ac.id/sejarah/>

menarik untuk memfasilitasi dalam berdiskusi; 3) Instagram memudahkan penggunaannya dengan system algoritma interest. Motif 'Untuk' terdiri dari 1) Untuk menyampaikan gagasan atau ide; 2) Untuk menambah wawasan yang lebih luas; 3) Untuk mendapatkan komunitas yang relevan.

INTRODUCTION

Social media has become an integral part of the daily life of modern society, particularly among college students. In this digital age, Instagram is becoming one of the most popular platforms used to share experiences, ideas, and information. Students as a group that is active in using social media, especially Instagram, have formed a unique and dynamic discussion space. Social media has become one part of society, social media users, namely students, make everyone communicate with each other and share information (Tarigan, Soesilo, and Irawan 2019). The motive for the use of Instagram social media by students in forming

discussion spaces is an interesting thing to investigate because it illustrates how the platform is not only a means of entertainment, but also as a means of communication and exchange of ideas among the academic community. It's important to understand that Instagram not only serves as a place to share photos or videos, but also as a place to express opinions, keep up with current issues, and build networks. Therefore, research on the motives of using Instagram by students in forming discussion spaces becomes relevant to understand the role of social media in the dynamics of their academic and social lives.

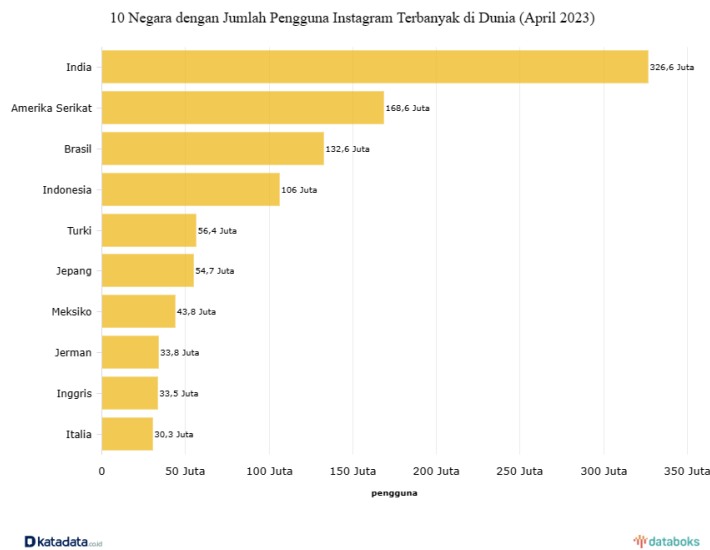


Figure 1. Instagram Social Media User Update in the World
 Sumber : Katadata.co.id, We Are Social, April 2023

Based on data from We Are Social, in April 2023, the number of Instagram users globally reached 1.63 billion, an increase of 12.2% compared to the same period in the previous year (year-on-year / yoy). In Indonesia, the number of Instagram users has reached 106 million people in April

2023, placing Indonesia as the country with the fourth highest number of Instagram users in the world. The number of Instagram users in Indonesia increased by 18.9% when compared to the previous quarter, which reached 89.15 million people in January 2023 (quarter-to-quarter / qtq). The

country with the highest number of Instagram users is still dominated by India, with 326.55 million users. India recorded the highest user growth, increasing by 42.3% from the previous quarter (qtq). The United States took second place with 168.6 million users, followed by Brazil with 132.55 million Instagram users. Below Indonesia, there are countries such as Turkey with 56.35 million users, Japan with 54.65 million, Mexico with 43.75 million, Germany with 33.75 million, the United Kingdom with 33.45 million, and Italy with 30.25 million users. We Are Social data also indicates that Instagram users around the world aged 18 years and over are dominated by men, reaching 50.6%, while women account for 49.4%. We Are Social also notes that as of April 2023, Instagram ranks fourth as the most popular app in the world, coming in below Facebook, YouTube, and WhatsApp.

One interesting aspect of using Instagram by students is the establishment of discussion rooms. These discussion spaces can range from everyday conversations to in-depth debates on important issues in student life, such as coursework, research projects, or trending social issues. Through this analysis of motives for using social media, we can better understand how Instagram is not only a place to share moments, but also as an intellectual arena where students can exchange ideas, express views, and form opinions.

One of the main motives for using Instagram by students in forming discussion spaces is to expand their social network. Through this platform, they can connect with fellow students, lecturers, or even experts in their field of study. These social networks not only serve as a tool for communicating, but also as a means to gain new insights, gain academic support, and develop collaboration in research projects or other academic activities. In this context, Instagram is becoming more than just a

social media platform, but also an intellectual network that supports the academic growth of students.

In addition, students also use Instagram to find inspiration and information related to the latest developments in their field of study. In an era where information is constantly evolving, students have a need to stay up-to-date with the latest issues and developments in their academic field. Instagram, with features such as stories, IGTV, and live streaming, allows them to access relevant content and gain direct insights from sources or experts in their field of study. This motif reflects that Instagram is not only a tool for interaction, but also as a source of information and inspiration for students. The motive for using Instagram in shaping discussion spaces can also be related to the need to express their identity and views. Students often use the platform to have their say on social, political, or cultural issues they consider important. In this context, Instagram is a stage where students can express their identity as individuals who have critical thinking and unique views. Their posts can reflect their values, their worldview, or their aspirations and goals in academia.

In addition, the motive for using Instagram by students in forming discussion spaces can also be related to the need to create virtual communities. In the midst of academic activities and the demands of study, students often seek forms of social support from fellow students. Instagram provides a platform where they can form virtual communities, provide mutual support, and share experiences. These discussion rooms are places where students can feel heard, understood, and connected to people who share similar interests and goals.

This research uses Alfred Schütz's phenomenological theory, which focuses on identifying problems or phenomena based on experience. Schütz integrated

phenomenology with the social sciences, where the social sciences are basically concerned with the interpretation of reality or phenomena that occur. This encourages the researcher to have a concept of the reality or phenomenon being studied. The use of Instagram Social Media as a forum for discussion by students is supported by field empirical data from the results of direct observations of researchers, which show their desire to exist and show their existence on social media. One of the platforms to focus on is Instagram, as it has become a very popular application, being a place where individuals feel they have a greater urge to express themselves on the social network. Instagram has become a space where one can exist, and the desire to be recognized for

METHODS

This research utilizes qualitative methods focused on natural objects to investigate aspects that exist in the natural environment (natural settings). Researchers also attempt to interpret the phenomenon. The qualitative approach focuses on understanding behavior from the point of view of the subject's mindset and actions. This indicates that qualitative research, as a planned set of activities, includes a series of interpretive practices that facilitate the involvement of the world of participants and informants. In the realm of qualitative research, there are five methodological approaches, namely biography, phenomenology, grounded theory, case studies, and ethnography. The selection of research perspectives is in accordance with the purpose of this study, namely phenomenology, which focuses on the use of Instagram social media as a discussion space for students. Based on the results of

its existence is very common among social media users today.

Thus, through understanding the motives of using Instagram social media by students in forming discussion spaces, we can see that this platform has a deeper role in their academic and social lives. Instagram is not only a tool to share moments, but also as a place where students can form social networks, find inspiration, express identity, and create virtual communities. By understanding these motives, we can design a more holistic approach to the use of social media in higher education contexts, which can support students' intellectual growth, personal development, and academic collaboration.

observations that have been made in the midst of the rampant trend of the Instagram application which is very widely used today, the researcher wants to analyze the Motives for Using Instagram Social Media in Forming a Discussion Room for Students in Yogyakarta.

The data collection techniques carried out are observation, in-depth interviews with informants, namely several students studying in Yogyakarta, and literature studies that are relevant to the research discussion. The determination of informants is carried out using purposive sampling techniques according to criteria and willing to be interviewed. The informant criteria are 1). Active users of the Instagram application; 2). Minimum have been using the Instagram application for 2 years; 3). Join organizations on and off campus; 4). Follow trends on Instagram social media. The informant data in this study are as follows.

Table 1. Research Informants

No	Name	Categori
1.	Raja Syeh Anugrah	Mahasiswa Universitas Ahmad Dahlan
2.	Bachtiar ar rosyad	Mahasiswa Universitas PGRI Yogyakarta
3.	Ahmad Hairu Nasiqin	Mahasiswa INSTIPER Yogyakarta

Source: Observations, 2023

RESULTS AND DISCUSSION

A motif derived from the word "movere" or movement, which refers to the movement or displacement of an object. According to experts, motives have many meanings. The term motive itself is defined in psychology as the movement that people make in the form of behavior or action. Motive is a drive that is already tied to a goal (Hesadiwana & Syafrini, 2022). The motive itself consists of a 'for' motive and a 'because' motive.

The "To" motive involves consideration of the future or what may happen in the future. The main theme explains that looking to the future is essential to the concept of action. In his work "The Theory of Social and Economic Organization," Max Weber defined action as behavior that has subjective meaning for the perpetrator and is carried out with a specific purpose. This is due to a person performing an action with the aim of creating desired conditions and situations in the future.

Motive because is a person's goal to be achieved by performing an action. Because motive relates to the past or events. Motive because it is the goal to be achieved by a person through the implementation of a specific action. For example, it can be illustrated by certain reasons, such as avoiding the consequences of not using a helmet while riding a motorcycle, which is explained by the expression "preventing accidents". Therefore, the actions taken by a person involve consideration of the future and the past.

Social Media is online content created using publishing technology that is very accessible and scalable (Prihatiningsih, 2017). Instagram Social Media is one of the social media platforms that has a lot of users. Instagram users can share their experiences or stories in the form of photos or videos.

Instagram also has some interesting features, for example such as the live streaming feature where this feature allows users and audiences to interact right away. This is one of the factors that make students use Instagram to expand their social networks. More than just communicating, Instagram acts as a place to connect with fellow students, lecturers, and experts in their field of study. Social media is defined as a useful tool for integrating online technology and educational learning to support and develop the academic world (Erland Hamzah, 2015).

With the interaction on Instagram social media, this allows for the creation of a discussion forum between fellow users online, be it individual to individual or vice versa group to group or individual to group. This discussion space is created sometimes by accident, starting with Instagram users commenting with their interesting point of view. Then another user responded to the comment according to his own point of view. Online discussion forums are a medium for channeling people's aspirations in the form of ideas or ideas or questions. The idea or question is better known in terms of information, the information contains text, images and videos (Almasik et al., 2021).

After conducting in-depth interviews with five informants and three sources, as well as observing from documentation, researchers managed to obtain research findings related to the reasons and purposes of using Instagram social media as a platform for discussion among students.

In the results of this study, identified motives that became the basis for Instagram social media users as a discussion space, which can be divided into two categories, namely 'Because' motives and 'For' motives. The 'Because' motive focuses on the reason behind one's actions, while the 'For' motive focuses on when the individual performs an

action with the aim of achieving something in the future.

Analysis of 'Because' Motives in the Use of Instagram Social Media Forms a Discussion Space

The 'because' motive in the study regarding the motives for using Instagram social media in forming a discussion space for students is because there are so many Instagram users, the level of Instagram social media use is very high. As is known, the use of Instagram social media in this day and age is so much that Instagram social media itself is included in the top 5 most popular social media platforms in the world. Instagram is the fastest growing social networking site in the world (Suharso & Pramesti, 2020). This is as stated by Raja Syeh Anugerah, a student of Indonesian Literature from Ahmad Dahlan University as the first informant in the interview as follows::

"Because in this day and age the use of Instagram social media is very high in use where users are also not just looking at videos or photos, but many things are obtained in the use of Instagram social media, especially Instagram social media today there are many features that can attract the attention of many people in making videos, Instagram stories, sharing ideas, information sharing" (King, 2023)

Raja Syeh Anugerah said also with so many Instagram social media users, making Instagram social media users also have to be wiser in obtaining information. Not a few news or information issues circulating on Instagram hoax social media. Not a few opinions on Instagram social media are built for personal interests or certain goals by bringing down others in order to make a profit. In hyperreality, the "original" version of an object has no real significance because the object belongs to a different realm and, therefore, loses its value as a reference (Wolny, 2017). But apart from this, Instagram social media also over time updates their platform to be much better for the satisfaction of its users. This was conveyed by Bachtiar ar rosyad as the second informant of students from PGRI University

Yogyakarta. Bachtiar ar rosyad in the interview said the following:

"Many updates made by Instagram social media itself can also be used in the use of Instagram social media as a space to discuss, not only with the features provided by Instagram to attract attention to many popular, but also in the feature of sharing interesting videos and photos that we can also use to be a means of sharing information and knowledge" (Bachtiar, 2023).

Bachtiar ar rosyad said that over time, Instagram upgraded its social media platform further and further developed. The developments that occur on Instagram social media are like the existing features. Then the feature is quite easy to use. The ease of how to use the Instagram application makes users make Instagram as a medium of information to meet their needs (et al. 2020). This is one of the factors to attract users to use the Instagram social media platform from all walks of life. Thus the reach of Instagram social media is very wide. The Instagram social media features are for example as conveyed by the next informant, namely King Syeh Anugerah as follows:

"Instagram now provides live features for more than one person, it can be two people, four people, even six people. This is very possible to make users able to discuss in the feature"

From the results of the submission in the interview means that Instagram social media users with each other allow creating a discussion space in the Instagram live feature. because in Instagram's live feature more than one person we can interact directly on the spot. Related to the features in Instagram was also conveyed by the third informant, namely

"Instagram Social Media provides a comment feature where the feature can actually start users to discuss between other users, although sometimes there

are accounts that disable the comment feature" (Ahmad , 2023)

The motive for 'because' revealed by the third informant, Ahmad Hairu Nasiqin, a student from INSTIPER Yogyakarta. The comment feature in Instagram is one of the facilities of other features that liven up a discussion on Instagram social media. In the comments on social media include many users such as students and lecturers. So that understanding can be created from their respective angles and discussion can be created. Another feature that became the 'because' motif was also conveyed with Raja related to the IGTV feature, where the feature allows users to share videos with a fairly long duration. Instagram TV is one of the features on Instagram that allows users to upload videos with a longer duration than IG Story, which is for 1 hour (Datubara & Irwansyah, 2019).

"Instagram also now has an IGTV feature that allows users to share content that is long in duration, so users can share a summary of points on an issue that occurs in one interesting video, it will make the audience watch to the end."

Moreover, the 'because' motive was revealed by both the informers Raja and Ahmad. They have similarities in the content of the interview results about Instagram has an algorithm system that regulates the categories of content in it, for example such as content that is liked or often seen by users will be displayed on the user's Instagram account brand. Instagram makes it easy for them to find positive information and communities they love.

Analysis of 'For' Motives in Instagram Social Media Use Forms a Discussion Space

In addition to the 'Because' Motive, there is the 'For' Motive in research on the motives for using Instagram social media in forming a discussion space for students. This 'For' motive refers to a situation where the perpetrator, in this study Instagram social media users desire to achieve it through some action. The first informant, Raja Syeh Anugrah stated that Instagram social media

can be used as a means or forum to convey ideas or ideas so that they are increasingly known by many people through the comment column or content uploaded on Instagram social media. Instagram is one of the online social media accounts used to convey messages, both in the form of text, images, audio, and video (Suryani et al., 2021). Raja also uses the Instagram application with a purpose, namely so that he gets updated information about developing issues from the Instagram application. This is as with the results of the interview, which is as follows:

"To convey information, opinions, and ideas to be conveyed widely, because Instagram is also one of the social media platforms that has many users" (Raja, 2023)

From the results of the interview, Raja also said that with many Instagram users, the ideas or ideas we convey have the possibility of getting a response from other users from their point of view. That way a new thought will emerge that is much better. Because in the process creates a disqui space, where between users exchange information and thoughts. So that what was originally an opinion because a critical discussion can create an interesting fact. Because the discussion of discussions on social media is interesting to be the cause of an issue or news to go viral, which makes the issue known to a wide audience. In addition, the results of these discussions can help the government or police institutions in resolving them. This is related to what was stated by the second informant, namely Bachtiar ar rosyad.

"The use of Instagram social media to increase knowledge and insight even more, coupled with the features on Instagram which is a facility, adds knowledge and insight not only from the books we read, but in this increasingly sophisticated era we can get it from anywhere, for example from the Instagram social media platform" (Bachtiar, 2023).

The occurrence of discussions on Instagram social media creates new insights for its users. Instagram social media is used as a means to learn, so Instagram social media will be used to find information that supports learning, both learning in general or learning specifically in accordance with the field being studied (Datubara & Irwansyah, 2019). Because in discussions there is an exchange of information and not infrequently also brainstorming, this certainly adds new knowledge and insights for its users. Plus Instagram has features that support creating discussion rooms, such as live streaming, Q&A on Instagram stories, comment columns, and IGTV. The results of the interview to the second informant relate to the conveyance of motives 'for' the third informant in his interview. Ahmad Hairu Nasiqin uses Instagram to get a community group that suits him.

"Instagram social media has many users who discuss, from there creating groups that like this, plus Instagram displays the contents of the homepage of its user accounts according to what they like or often see" (Ahmad, 2023)

The motive 'to' get a suitable community here is one of the reasons for using Instagram social media as a discussion space. Because there are many Instagram users and the Instagram algorithm system arranges in such a way as to make users meet one with another user according to what they are interested in. During the use of Instagram social media itself, the informants certainly not only get a positive impact but also get a negative impact. As we know with Instagram social media users there are many people who create and spread news or hoax issues. This is done by irresponsible people who are ridden with self-interest to reap profits. Discussions conducted on social media can also be passive with limitations due to established policies. In addition, discussions carried out on social media are one of the sources to help the government or the National Police institution.

CONCLUSION

Based on the results of research and discussion about the motives for using Instagram social media in creating discussion space for students using phenomenological theory, it can be concluded as follows. From this study, it was found that the motives inherent in the behavior of Instagram social media users as a discussion space were divided into two, namely the 'Because' motive and the 'For' motive. The 'Because' motive focuses on things related to why someone did something, while the 'To' motive focuses on when someone performs an action aimed at achieving a goal in the future. The 'Because' motive that exists in students in using Instagram social media as a discussion space is because it follows the times because the use of Instagram social media is a media that is much loved. The next motive is the many innovations provided by Instagram to be an option to pour aspirations and ideas and discuss on the Instagram platform itself where the features provided are always updated which increasingly makes users comfortable in using it. Instagram's algorithmic system makes it easy for users to find what they're interested in. Next is about "Motives for" the use of Instagram social media as a discussion space for students. Instagram social media is one of the platforms to convey ideas or ideas so that they can be known to many people and get feedback from other users. And the next motive, in addition to getting feedback, exchanging ideas and brainstorming, Instagram social media becomes a place to add broader knowledge and insight. Which is where with many users and supported by features on Instagram makes users discuss and exchange ideas. From it all makes it easy for users to get relevant communities. In addition, discussions using Instagram social media become passive because of the policies set.

REFERENCES

Almasik, S., Atmadja, A. R., & Pariyatin, Y. (2021). Rancang Bangun Aplikasi Forum Diskusi Usaha Mikro Kecil dan Menengah Berbasis Web. *Jurnal*

- Algoritma*, 17(2), 168–175.
<https://doi.org/10.33364/algoritma/v.17-2.168>
- Datubara, B. M., & Irwansyah, I. (2019). Instagram TV: Konvergensi Penyiaran Digital dan Media Sosial. *Mediator: Jurnal Komunikasi*, 12(2), 251–263.
<https://doi.org/10.29313/mediator.v12i2.4778>
- Erland Hamzah, R. (2015). Penggunaan Media Sosial di Kampus Dalam Mendukung Pembelajaran Pendidikan. *Jurnal Ilmiah Ilmu Komunikasi*, 14(1), 45–70.
- Hesadiwana, B., & Syafrini, D. (2022). *Motif Penggunaan Akun Alter Ego di Media Sosial Instagram Pada Remaja Kota Padang*. 5, 27–36.
- Prihatiningsih, W. (2017). Motif Penggunaan Media Sosial Instagram Di Kalangan Remaja. *Communication*, 8(1), 51.
<https://doi.org/10.36080/comm.v8i1.651>
- Sari, D. N., & Basit, A. (2020). Media Sosial Instagram Sebagai Media Informasi Edukasi. *Persepsi: Communication Journal*, 3(1), 23–36.
<https://doi.org/10.30596/persepsi.v3i1.4428>
- Suharso, P., & Pramesti, A. N. (2020). Promosi Perpustakaan Melalui Instagram: Studi di Perpustakaan Universitas Airlangga. *Publication Library and Information Science*, 3(2), 66.
<https://doi.org/10.24269/pls.v3i2.2074>
- Suryani, Y., Istianingrum, R., & Hanik, S. U. (2021). Linguistik Forensik Ujaran Kebencian terhadap Artis Aurel Hermansyah di Media Sosial Instagram. *BELAJAR BAHASA: Jurnal Ilmiah Program Studi Pendidikan Bahasa Dan Sastra Indonesia*, 6(1), 107–118.
<https://doi.org/10.32528/bb.v6i1.4167>
- Tarigan, J. M., Soesilo, T. D., & Irawan, S. (2019). Pengaruh Penggunaan Media Sosial (Instagram) Terhadap Prestasi Akademik Mahasiswa. *JURKAM: Jurnal Konseling Andi Matappa*, 3(2), 81.
<https://doi.org/10.31100/jurkam.v3i2.372>
- Wolny, R. W. (2017). Hyperreality and Simulacrum: Jean Baudrillard and European Postmodernism. *European Journal of Interdisciplinary Studies*, 3(3), 76.
<https://doi.org/10.26417/ejis.v3i3.p76-80>