Role of Instagram

by Intan Primadini

The Role of Instagram in Raising the Awareness to End Violence against Women in Academia

Intan Primadini

Department of Communication Science, Universitas Multimedia Nusantara, Tangerang, Indonesia

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Abstract: The social media influence has grown well beyond the personal circle of the users to a powerful social movement tool in society. It has been used to advocate for various social issues, including violence against women. The rise of sexual harassment cases in Indonesian academia drives some non-government organisations and feminist groups to bring about campaigns to raise public awareness to fight violence on women. Instagram, as one of the most popular social media platforms today, is widely used to disseminate information about violence against women in academia. This study aimed to find out the role of Instagram in raising awareness to end violence against women in Indonesian academic sector. In this cross-sectional survey, 100 followers of @lawanpatriarki account (an Instagram account dedicated to campaign ending of violence against women) completed the questionnaire about their perception of contents and awareness. The results showed that video content had an enormous influence on awareness, while the image content had the smallest influence.

1 INTRODUCTION

The rise of sexual harassment cases in the educational sector has made the public aware that academia is not immune to acts of violence against women. Until now, in Indonesia, there is no comprehensive data on sexual crime occurring in academic settings. However, fractions of data do exist. Rifka Annisa, a crisis centre and non-profit institution that focuses on eliminating violence against women based in Yogyakarta, in only one month received eleven e-mails reporting the incidence of sexual abuse in campus; the lecturers committed seven of them on students (Utami, 2019). The many cases of abuse experienced by women in the education sector and victim-blaming culture in Indonesia have made many organisations concerning women's equality begin the campaign movement on violence against women issue. One campaign movement is carried out using hashtags: #MeToo, #KitaAgni, #MulaiBicara, etc. The objective of the campaign was to raise awareness about the cases of abuse experienced by women, the culture of victim-blaming experienced by the majority of victims, as well as to invite people to join the campaign against women-directed violence. Campaign messages are no longer only delivered through mainstream media, but also through social media. Most campaigns instead focus on using social media in the dissemination of their messages. Liou (2013) mentioned that around the globe, social media tools had helped fuel social movements. Social media has been shown to strengthen the social actors' ability to challenge and change power relations in society, to provide platforms for debate, reflection, influencing and mobilising people (Liou, 2013). In recent years, social media has also become a medium to mobilise people for a cause. A growing number of social awareness campaigns run by the Non-Governmental Organisations (NGO) and brands as part of their social corporate responsibility programs leverage social media to spread the word (Singh, 2016).

One of the most used social Media is Instagram. Compared to other social media, Instagram is the first social network specifically created for use on mobile devices/ smartphones. Instagram was designed to do one thing very elegantly—share photos. That simplicity of focus has real power (Miles, 2014). The picture/ photo can be equipped with a description or caption, and added with a hashtag (#). According to Miles (2014), hashtags allow you to expand the reach of your image far beyond your own list of followers, so that anyone interested in that topic can see your

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image by simply searching for that hashtag (Miles, 2014).

An Instagram account named "@lawanpatriarki" has been campaigning to end violence against women using the hashtags of #RaiseUp, #MeToo, #HearMeToo, and #BravetoSpeakUp. This account does use not only photos/ image but also captions, illustrations, Instagram stories and hashtags to deliver their campaign messages. Until this research was done, @lawanpatriarki had 31.800 followers. This study focused on examining the role of @lawanpatriarki Instagram account in the campaign of ending violence against women.

Sometimes, people do not seem to care about cases of violence against women because of their ignorance about the issue. There are still many people who think that various forms of abuse are mere jokes. A campaign is needed to inform or educate the public about this. Campaign messages delivered through photos/ images, videos, InstaStory, Caption and Hashtag in the @lawanpatriarki account, are created to educate and make people aware of this issue.

2 THEORETICAL FRAMEWORKS

2.1 Social Media

Social Media is a form of media which describes a wide range of new sources of online information that are created, initiated, circulated and used by consumers' intent on educating each other about products, brands, services, personalities and issues. It also refers to the means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks (Paredes and Rojic, 2013).

Brian Solis suggested seven Cs as the keys to communicating messages (Solis, 2010). These Cs are:

1. Clear: Clarity is essential to make an effective message;
2. Concise: Keeping the message concise enhance clarity;
3. Concrete: In business writing, people tend to accept the actual words than the abstract or vague words.
4. Correct: Attention should be made to the correctness in spelling, grammar, punctuation, and format.
5. Coherent: Coherent and seamlessly flowing messages allow the readers to digest them more easily.

6. Complete: Information must be complete to ensure that more questions are answered than raised.
7. Courteous: Having thoughtful messages is critical to reach out sincerely to the readers.

This research focused on two elements: coherent and complete, as they were the most relevant with the purpose of this research. The social media discussed explicitly in this research is Instagram.

2.1.1 Instagram

According to Jenn Herman in his book entitled "The Ultimate Beginner's Guide to Instagram," Instagram is a photo and video sharing social media site. It was designed for mobile use with the intention that users would take photos on their mobile devices then upload the images "instantly" through the Instagram app (Herman, 2014).

Gong (2014) stated that Instagram can be defined as a social networking service specialising on photos (and videos) sharing on mobile. It is, on the one hand, an online mobile photo (and videos) capturing platform that is in the application form which allows users to take, manipulate, and upload photos (and videos). On the other hand, it is a networking service that enables users to share content and interact with each other by liking, commenting on other's posts (Gong, 2014).

2.1.2 The Instagram Elements

As mentioned earlier, Instagram focuses on images (photos) and videos. In addition, we can also add metadata to the videos or photos that we upload. Metadata is information that accompanies your image but is not actually visible on the image. Miles (2014) stated that metadata help your followers learn more about the image. Included in metadata are the following:

1. Caption: Your description of the image is a vital part of communicating more details about the image
2. Location: By having your Photo Map enabled, you can easily allow followers to see where your pictures were taken. Additionally, you can name locations to add even more detail.
3. Hashtag: A hashtag is a categorization system originally pioneered on Twitter. It is simply a word proceeded by the # sign. This allows the image to be included in the category of images that have the #sunset hashtag.

On August 2016, Instagram launched Instagram stories. In stories, content is available for only 24 hours from the time of posting. Stories allow the addition of text, drawings and emoticons to images or video clips (whatis.techtarget.com). Companies (or in this research, NGOs) can use the feature to promote their products or services in depth while maintaining a clean Instagram page.

2.1.3 The Use of Instagram (Media Exposure)

Media exposure is the use of media consisting of the amount of time used in various media, types of media content, Media consumed or the Media as a whole. From this understanding, it can be concluded that media exposure can be seen from the intensity of one's time when using certain media.

Horrigan (2002) in Rahmayani (2017) stated that there are two fundamental things that must be observed to know the intensity of the use of Media social:

- Frequencies: how often a person accesses social media
  1. Very low   : < 2 times/ day
  2. Low   : 2 times/ day
  3. Moderate   : 3 times/ day
  4. High   : > 3 times/ day

- Duration: how long the person accesses social media
  1. Very low   : < 1 hour/ day
  2. Low   : 1-3 hour/ day
  3. Moderate   : 4-6 hour/ day
  4. High   : > 6 hour/ day

2.2 Social Media and Its Role in Raising the Awareness of Ending Violence against Women

Awareness as a noun, refers to knowledge that something exists; understanding of a subject, issue or situation or the state or condition of being aware, conscious about something. In marketing, awareness refers for a measure of how well known a brand, firm or product is (Sjoberg, 2017). But this is a research about awareness in social movement or campaign. Awareness campaigns are a veritable hallmark of the social impact of the non-profit sector and the way it seeks to influence good in the world. If a non-profit's mission depends on changing hearts and minds, then there is no more important effort than measuring and quantifying awareness (Weiner, 2019). Sjoberg (2017) also stated that based on several studies, use of social Media does positively affect brand awareness (or in this case, awareness campaign).

2.2.1 Dimension of Awareness

Researchers have identified different levels of brand awareness. According to Keller's (1993 p. 7 in Sjoberg, 2017) Dimensions of Brand Knowledge, brand awareness consists of two different dimensions: brand recognition and brand recall performance. Aaker (1991 p. 610-62 in Sjoberg, 2017), on the other hand, represents three levels of brand awareness in his Brand Awareness Pyramid. As an addition to brand recognition and brand recall levels, the highest level of awareness is called top-of-mind awareness.

2.2.2 Brand Recognition

Brand recognition, refers to consumers' ability to confirm prior encounter with a certain brand when given the brand as a cue. It means that a consumer can identify, in different circumstances, that a brand has been seen or heard previously, by recognising itsword, visual symbols or an image. Brand recognition may also include identification of additional brand elements or consumers may be able to recognise a brand when they encounter it e.g. at the point-of-sale. However, brand recognition does not necessarily involve remembering the brand name, where the brand was encountered, how it is different from other brands or even to which product category the brand belongs to (Keller 1993 p. 3; Keller 2008 p. 374-375; Aaker 1996 p. 10 in Sjoberg, 2017).

Brand recognition is understood as the minimal level of awareness and can be measured using an aided recall test, a marketing research technique that is used to determine how well a brand or e.g. its advertisement is remembered by a test audience when they are given suggestions or cues about it (WebFinance Inc. 2017d in Sjoberg, 2017).

2.2.3 Brand Recall

Keller (1993 in Sjoberg, 2017) stated that brand recall, also known as unaided recall or spontaneous recall, refers to consumers' ability to retrieve a certain brand based on a product category, the needs that the category fulfills, or some other type of probe as a cue. In brand recall, a consumer can correctly generate a brand from memory.

Consumers store in memory a variety of information, feelings and past experiences, that can be recalled when decisions are being made (Sjoberg, 2017). For instance, Keller (2008) said, a slogan or

jingle can creatively pair a brand and appropriate cues, and other brand elements such as logos, symbols, and packaging aid recall.

According to Aaker (1991), to create brand recall, either an in-depth learning experience or many repetitions are required. Furthermore, the brand name must be more salient and the linkage between the brand and its product category must be stronger. While recognition may persist even after a few exposures, recall decays with time.

Brand recall can be measured with an unaided recall test, a marketing research technique, that is used to test e.g. the effectiveness of advertisements or the familiarity of a brand. In unaided recall respondents are given no cues (or the minimum number of cues needed to conduct a research) to test their level of recall (Sjoberg, 2017).

3 METHODOLOGY

3.1 Design

A cross-sectional survey was conducted to measure the link of different contents on @lawanpatriarki Instagram account with the people awareness regarding violence against women. Neuman (2014) defined survey research as a quantitative research in which the researcher systematically asks a large number of people the same questions and then records their answers.

3.2 Population and Sample

Population is the abstract idea of a large group of many cases from which a researcher draws a sample and to which results from a sample are generalised (Neuman, 2014). The population of this study was the followers of "@lawanpatriarki" account on Instagram, amounted to 31,800 followers when this research was conducted. The sample size was 100 participants, which was calculated by using Yamane formula, and having the acceptable sampling error of 0.1.

3.3 Data Collection

We sent direct messages on the @lawanpatriarki followers to invite them to participate in our survey. Of 250 direct messages sent, we received 100 responses and fulfilled our sampling size. The participants filled out our online questionnaire through the link in our direct message.

We developed a 30-item questionnaire from the literature review. The questionnaire assessed the user's perception of the coherence, completeness, and uniqueness of the different media, i.e. picture, video, Instastory, caption, and hashtag, featured by @lawanpatriarki Instagram account. It also evaluated the users' awareness on the issue of violence against women. We used four-point Likert scale to calculate the summation of the user's acceptance of contents and awareness on ending violence against women, which has been campaigned by the @lawanpatriarki. The questionnaire was piloted prior to the study and demonstrated a good validity and reliability (Cronbach's alpha = 0.788-0.927).

3.4 Data Analysis

Data were analysed using univariate analysis to describe the participants' characteristics and user's reception on the Instagram contents (picture, video, instastory, caption, and hashtag) and their awareness of the campaign. We then analysed both variables (content and awareness) using correlation analysis. Correlation analysis is a method used to test the relationship between the variables used in a research (Ghozali, 2013). The purpose of the correlation analysis is to measure the strength of linear correlation between variables (Kriyantono, 2016).

3.5 Analysis Model

The Instagram content and awareness of the campaign were the variables of this research. Figure 1 illustrates the analysis model of this study.
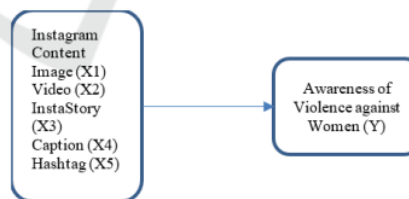

Figure 1: Analysis Model.

4 RESULT AND DISCUSSION

Most respondents were female (77%), aged 17-25 years (90%), and had finished high school (75%). Seventy-nine per cent of the respondents accessed Instagram more than three times/day; only 5% of them accessed Instagram less than two times per day. The majority (58%) spent time on Instagram for 1-3

hours/day (figure 2). From the data on frequency and duration in accessing Instagram, it is known that most respondents access Instagram quite frequently but in a short duration.
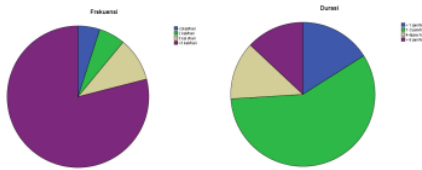

Figure 2: Frequency and duration of daily access to Instagram.

This survey found that the overall perception of the Instagram contents was good. This can be seen from the mean values of all the variables which are above 3 (Table 1). Respondents agreed that the video contents are 'relevant' (mean = 3.39), yet they rated the lowest that the contents are 'unique'. On the awareness variable, the highest rating was given by the respondents on the statement of "Instastory are easy to be recalled" compared to the statement of "Captions are easy to be recalled". It means that the use of Instastory in delivering campaign messages is better accepted than other contents.

Table 1: Perception of the @lawanpatriarki's Instagram contents and awareness on the ending violence against women campaign.

Variables	Highest Indicators	Mean	Mode	Lowest Indicators	Mean	Mode
Image (X1)	Informative, Attractive, Relevant	3.41	3	Unique	3,28	3
Video (X2)	Relevant	3.39	3	Unique	3,13	3
InstaStory (X3)	Relevant	3.38	3	Unique	3,15	3
Caption (X4)	Informative	3.32	3	Attractive, Relevant	3,26	3
Hashtag (X5)	Relevant	3.22	3	Unique	3,13	3
Awareness (Y)	InstaStories are easy to be recognized	3.32	3	Captions are easy to be recalled	3,2	3

Furthermore, correlation and regression analyses were performed to see the correlation and influence between the Instagram contents and awareness. As presented in table 2, all contents were significantly related with the awareness about violence against women (all p <0.000). The video content was found to have the highest correlation with the awareness with Beta values of 0.761. While the lowest correlation and influence was of image content with Beta values of 0.677.

Table 2: The relationships between the Instagram contents and awareness of the campaign.

Variables (X)	Beta (ß)	R-square	p value
Image	0.677	0.459	0.000
Video	0.761	0.579	0.000
InstaStory	0.727	0.528	0.000
Caption	0.725	0.525	0.000
Hashtag	0.754	0.569	0.000
Instagram Content	0.861	0.741	0.000

*Variable Y: Awareness

The finding that the video contents has the strongest link to awareness is supported by previous study finding such as that of Canning [18]. Canning mentioned that videos hold our attention five times longer than still images. People tend to have shorter attention span while thumbing through social media. In addition, Wu in Canning (2018) argued that adding video campaign into the Instagram stories is a way to overcome the attention deficit of the people. Wu also emphasised on the importance of the first three second of the Instagram stories to be catchy and memorable (Canning, 2018).

Instastory was also especially perceived by the respondents as easy to be recognised (table 2). This finding is relevant to the Hughes' notion that in today's digital era, the audiences place their trust in the brands they can have a conversation with [19]. Instastory can create the sense of engagement and proximity between the account holders and the followers. Instagram stories have been recommended as the instant booster of brand awareness in the social media (DMI, 2017).

Overall, Instagram content was found to have a correlation with the awareness with Beta value 0.861 (table 2). In line with the present study result, Abdelmoety and Gounaris (2014 in Sjoberg, 2017) stated that the use of social Media is positively related to brand awareness (Abdelmoety and Gounaris, 2014).

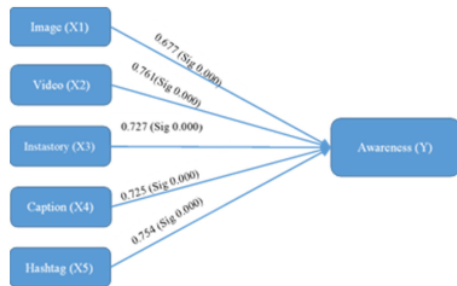The following figure (figure 3) is the model with Beta and p values:

Figure 3: Bivariate Analysis with Beta and Significance Number.

5 CONCLUSION AND RECOMMENDATION

From the results of the study it is known that @lawanpatriarki Instagram content that was mostly perceived to be of relevance with the campaign was the video content. For all Instagram contents, respondents considered that Photos, Videos, Instastory, Captions and Hashtags were informative and relevant to the issue of violence against women. However, respondents also assumed that all posts on @lawanpatriarki accounts were not unique, especially for Caption variables, respondents considered their contents to be less interesting and relevant. In line with these results, on awareness variable, respondents also considered that the captions written on @lawanpatriarki account was difficult to be recalled. Yet, campaign messages through Instastory were perceived to be helpful to recognise the campaign that are being delivered. Video content was found to have the greatest influence on awareness, while the image content had the smallest influence.

Suggestions that can be given to Instagram accounts that focus on a campaign of violence against women are:

1. The @lawanpatriarki account must pay more attention to the "unique" factor of each post, whether in the form of Images, Videos, InstaStory, Caption, or Hashtags.
2. The use of Instastory was well-received and hence needs to be maintained regularly. While the Captions of the posts should be more catchy and relevant to increase the impacts on the viewers.
3. In addition to "Instastory," Videos was identified to be the most influential on rising the awareness of respondents so more efforts should be made to make videos for campaign. On the other hand, image contents need to be made more attractive to nail the viewers' awareness.

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