Instagram Accounts for Parenting Education: A New Culture

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Abstract. Educational resources Parenting has changed from being done offline to online, from knowledge being passed down from one generation to another to knowledge being sought while holding a smartphone. This is inextricably linked to the advancement of information technology, which enables social reality to be revealed through new media, one of which is the social media platform Instagram. This study aims to explain how Instagram account is being used by a new generation of parents to find parenting knowledge. The study's focus is the Instagram user @ajobendri, whose account has been approved by Instagram as a legitimate educator account. It uses descriptive qualitative research as its method. Strategies for gathering data through observation and recording. The findings of this study point to the usage of Instagram by @ajobendri in his parenting-related uploads, which can be seen through cognitive (informational), affective (emotional), and behavioral (actions) responses in terms of accessing, reading, and commenting on posts from @ajobendri's account.

Keywords: Instagram · New Culture · Parenting Education · ajobendri

1 Introduction

According to a survey conducted by the Indonesian Internet Service Providers Association (APJII), 210,026,600 persons, or 77.02% of the country's total population of 272,682,600 Indonesians in 2021, will be online in 2021–2022. It's noteworthy that 98.02% of internet users access social media sites like Instagram, WhatsApp, YouTube, and others for this reason.

People's online behavior has evolved in tandem with the increase in usage of the internet as seen by the data above. With e-marketing, e-governance, and e-learning, the usage of new media has started to be used as a reference for expanding economic, governmental, and educational aspects.

Results of research According to Harahap, et al. (2021), social media use has significantly altered society's cultural landscape. People's lifestyles get more advanced as a result of social media use, which also causes dependency. Using advanced web-based technology that can transform direct contact into indirect, social media, according to Doni (2017), is an online-based tool that facilitates and is used to connect or communicate without face-to-face interaction. Therefore, it is intriguing when social media also engages in user education for parenting.

So far, parenting-style instruction has only been based on the experiences of previous parents; however, this is different from today, when the internet is used. Instagram is a form of social media that is derived from using an internet network. Ferlitasari & Rosana (2020) claim that Instagram social media material influences everyday behavior that reflects Islamic beliefs through a variety of Instagram features. According to this study's findings and Sari & Basit's research findings (2020), the @parentalk.id Instagram account has emerged as a new resource for addressing the information needs of new mothers.

The purpose of changing an Instagram account's functionality is to better serve its followers. The advancement of information and communication technology, according to Sari & Basit (2020), is currently making it simpler for the population to obtain the information they require.

The problem in this study is therefore stated as follows: "How is the use of the @ajobendri Instagram account as a new culture in finding information about parenting?"

1.1 Instagram

Instagram is a photo-sharing app that enables users to snap pictures, add digital filters to them, and publish them on other social networking sites, including Instagram. Two of the best friends in the world, Kevin Systrom and Mike Krieger, founded Instagram in 2010. According to Mahendra (2017), the name Instagram comes from the understanding of the overall function of this application. The word "insta" comes from the word "instant", like the polaroid camera which at that time was better known as "instant photo". Instagram can also display photos instantly, like a polaroid in its display. As for the word "gram" comes from the word "telegram", where the workings of the telegram itself is to send information to other people quickly. Similarly, Instagram can upload photos using the internet network. There are various features on Instagram, such as feeds, stories, reels, live and shop. In addition, Instagram also makes it easier for users to greet each other via direct messages. In addition to this feature to make searching easier, users can use hashtags (#) with keywords that match their wishes to filter information/posts. In addition, there is a tagging to connect posts from one account to another, a link sticker in stories, and most recently, post collaboration to connect or match one post with two accounts at once.

1.2 Motives for Using Instagram

Sanjaya (in Afrilia, 2017) defines motives as internal urges, desires, and other driving forces that prompt an individual to do action. Moreover, according to Afrilia (2017), motivations can be seen as the strength that people possess when they inspire others to act. Motives give a person's behavior meaning and purpose.

In essence, every person has a motivation that serves as the driving force behind all of their decisions and actions. With reference to this study, it can be said that @ajobendri followers are free persons who have informational and self-actualization wants, which motivate them to act in a certain way to meet those needs and cause a behavior to develop.

1.3 New Culture

The system of socio-cultural transformation in society involves the usage of social media in a variety of ways. Distance between people's life is no longer an issue thanks to social media. Social media has a significant role in the sociocultural transformation of society. Social media is a force that enters into unique social situations from outside the society.

While culture is a trait of a society that cannot be isolated from the effect of social media, information that is present in all of these worlds cannot be separated from the use of media.

Social media use has established a barrier that affects social culture as well as the global economy. Cultural disparities between users of social media have vanished as a result of the blurring of cultural borders in this medium.

All types of equivalence in community social networks experience changes, and one such instance is the search parenting for parents.

1.4 Education Parenting

According to Asrori (in Putri & Candrasari, 2022), the definition of education is a teaching and learning process that aims to educate, provide knowledge, develop self-potential in order to become a better human being.

The word "parenting" comes from the word "parent" with the meaning of parents. This refers to the activities of parents in caring for and educating their children (Widya et al, 2020). Hanifan (in Octaviana, 2019) defines the meaning of parenting which refers to the general education that parents provide for their children as a process of interaction between caregivers (parents) and those who are cared for (children) in terms of care, encouraging success and protecting and socializing behavior teaching. Acceptable behavior in society.

Thus, parenting is a meaningful message conveyed to the communicant to educate and provide knowledge about child care.

1.5 Attitude Theory

Several definitions of the experts regarding the theory of attitude have different from each other but have the same essence. Attitude is basically how we respond to something. Severin and Tankard (2011), summarize some important definitions of attitude are as follows:

a. Attitude is basically a way of looking at something (Murphy, Murphy & Newcomb, 1937).
b. Mental readiness and the nervous system, organized through experience, exert a direct or dynamic influence on a person's responses to all related objects and situations (Allport, 1954).
c. An enduring, learned tendency to behave consistently with a group of objects (English and English, 1958).
d. An enduring system of positive and negative evaluations, emotional feelings, and tendencies to act for or against a social object (Krech, Crutchfield and Ballachey, 1962)

e. "Changes in attitude due to exposure to information from others" (Olson and Zanna, 1993).

While it is more comprehensive regarding attitude theory, according to Notoatmodjo (in Satria & Rinaldy, 2019) there are three components that together form a complete attitude (total attitude), namely cognitive (cognitive), affective (affective), and conative (conative).

The cognitive component is a person's knowledge of what applies or what is true for the attitude object, the affective component is more concerned with the emotional that a person has subjective values towards an attitude object, while the conative component or behavioral component is the last component in the attitude structure that shows a tendency to behave exists in a person with regard to the object of the attitude itself. Attitudes can be formed through several factors ranging from personal experience factors, culture, the formation of attitudes that are formed based on influential person factors, mass media, certain institutions, and also emotional factors that exist within the individual itself. Azwar (in Satria & Rinaldy, 2019).

1.6 Response Organism Theory Stimulus

The theory focuses on the causes of attitudes that change them and depends on the level of stimuli that communicate with the organism. The success of attitude change is determined by the characteristics of communicators such as credibility, leadership and communication style (Mar'at in Khairi, 2022).

According to McQuail (in Bungin, 2009), the main elements in the theory of organism response stimulus, namely:

a. Message (stimulus)
b. Reception (organism)
c. Effect (response)

In the process of changing attitudes, attitudes can change if the given stimulus actually exceeds the original stimulus (Effendy, 2003). Furthermore, according to Khairi (2022) the stimulus can exceed the original stimulus, meaning that the stimulus given must be able to convince the organism. In learning a new attitude, there are three important variables, namely, attention, understanding and acceptance.

Effendy (2003), explains that there are three important elements in the organism response stimulus theory, namely the message (stimulus, S), the communicant (organism, O), and the effect (response, R). The SOR communication model can be described by Table 1.

Table 1. S-O-R Communication style. Source: Effendy (2003)
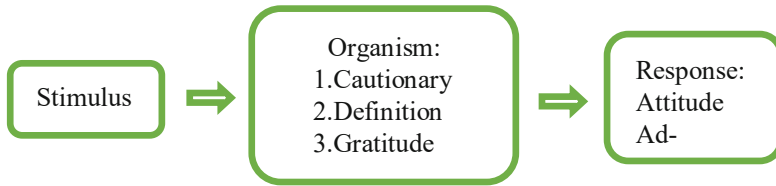
2 Research Methods

This research uses qualitative research methods with a phenomenological study app-roach. According to Hasbiansyah (2005), phenomenology explains phenomena and their meanings for individuals by conducting interviews with a number of individuals. According to Cresswell (in Hasbiansyah, 2005), phenomenology explains the structure of consciousness in human experience.

The data needed in the analysis were obtained from in- depth interviews with @ajobendri followers and observations. The observations made by the author are in the form of participant observation, where the authors carry out the observation process by participating in the life of the object of research to obtain accurate observation results. In this study, researchers participated in following the @ajobendri Instagram account to directly observe the posts they have and see followers' responses more closely.

The presentation of the data is done by making categorizations to make it easier for researchers to conduct analysis. The categorization is based on three categories of attitude theory, namely, cognitive, affective and behavioral.

3 Finding and Discussion

3.1 Overview of the @ajobendri Instagram Account

Here are the screenshot of the @ajobendri Intagram account:

From Fig. 1, you can see the profile view of the @ajobendri Instagram account which contains a blue check mark on the right side of the name, biodata, highlighted, number of posts, number of followers and number of followings. Instagram account @ajobendri joined since November 2016. Apart from actively sharing posts, reels and stories, he is also a book writer and owner of an account named @fatherman, an ecourse that specifically teaches parenting and has more than 3000 alumni.

Through Instagram social media, parents as well as prospective parents who are joined as followers of the @ajobendri Instagram account can easily access information and education in terms of parenting.

Fig. 1. Instagram account of @ajobendri

From Fig. 2, we see the content posted by the Instagram account @ajobendri which contains a discussion about parenting.

The posts that are owned are not only in the form of images, but also take advantage of the features of Instagram. Like microblogs and reels.

The videos posted on the reels contain visuals and audio which are very useful for followers in the practical application of the topic being discussed.

Fig. 2. Feed of @ajobendri

3.2 Utilization of the @ajobendri Instagram Account

Through various facilities provided by Instagram, the @ajobendri account provides parenting education with various forms of posts that vary and it is hoped that through reading these posts, they are able to provide cognitive responses for followers who are parents or prospective parents.

Through interviews with resource persons who are followers of @ajobendri, they feel that there is specific education regarding family, marriage and especially regarding parenting, whether they have played a role as parents or not.

Cognitive response is also interpreted as a response that discusses a habit in seeking various knowledge and information by someone about something that can form a meaning and view. From interviews conducted by the author, the author concludes that there is a cognitive response from followers of @ajobendri. Following are the results of the interview with followers of @ajobendri:

"His content (@ajobendri) educates about family, marriage, Islamic parenting & other content, which is maasyaaAllaah with Allah's permission to provide provisions for prospective parents & those who are already parents. The material is very important to learn and practice so that there is no mistake in educating children, educating yourself and being kind to your partner." (@ffaarrzzaannaa_ follower @ajobendri)

"My husband and I have been blessed by God with a 5 year old daughter. As a needy of knowledge, we feel we need more knowledge in educating children, especially knowledge based on the Qur'an and hadith. Especially our daughter. And the material that I enjoy the most is how to educate children, how to control myself as a mother and father." (@bundacaa follower @ajobendri)

"Materials parenting (even though I'm still single. Hehe), I like it because parenting is endless to learn, always interesting, and the content he presents (@ajobendri) includes material practical. The material that I like the most is readiness to be a parent and parenting." (@nnursayyidah follower @ajobendri)

The second response is affective. **Affective response** is a change and formation of a person's attitude that involves an emotional stimulus or mood. The following are the results of interviews and screenshots of posts that the author concludes as an affective response to @ajobendri followers:

"One of the most emotional material in my opinion is about toxic parenting in Islam because I am one of the victims and I don't want to repeat it to my children again." (@ffaarrzzaannaa_ follower @ajobendri)

"One of them is toxic parenting in Islam, many of his inputs have knocked my reasoning and thoughts that I might forget or my knowledge has not yet arrived." (@bundacaa, follower of @ajobendri)

"The most impactful are his words, which really should be our guide, who are single and love to learn parenting knowledge parenting ourjudge what our parents do. Gives me an understanding personally that it's not because of studying parenting we compare, let alonejudge our parents, but parenting that we get is so that we really take lessons, and make it easier for us to give explanations to parents who are actually them. not understand yet." (@nnursayyidah follower @ajobendri)

The last response is behavioral. **Response Behavioral** is the result of a post that forms a behavior or activity for @ajobendri followers. The following are the results of the interview with @ajobendri's followers:

"So far, with the permission of Allah, Alhamdulillaah, it has had a great effect and I feel the benefits because I slowly try to practice it in my daily life." (@ffaarrzzaannaa_ follower of @ajobendri)

"After following his material (@ajobendri) I realized that the way to educate girls is very, very different." (@bundacaa follower @ajobendri)

"For specific posts because I watch live Instagram. And my position, which is still single, really gives room for my heart to understand my parents." (@nnursayyidah followers of @ajobendri)

From the positive response above, the author also adds a question regarding the views of followers of @ajobendri regarding Instagram which is now a new culture in seeking education about parenting. The following are the results of the researcher's interview:

"God willing, it can be used as a reference. And so far, apart from Instagram, I also learn through WhatsApp and studies." (@ffaarrzzaannaa_ follower @ajobendri)

"In my opinion, his Instagram and account (@ajobendri) are very helpful. And for now, because I open Instagram more often, so about parenting, just find out here (instagram)." (@bundacaa follower @ajobendri)

"Instagram is a very positive alternative to find out about parenting among other social media, because we set the algorithm. Even though I don't miss it, I still look for references through books, as well as YouTube." (@nnursayyidah follower @ajobendri).

4   Conclusion

The author concludes that parenting through the @ajobendri account in the form of pictures, videos, both in stories, live and reels has a positive response from its followers.

From the results of the interview, the author found that @ajobendri's followers who were enthusiastic about parenting education were not only parents but single also taught themselves about parenting before having children.

Instagram account is one of the reference media in meeting the needs of @ajobendri parents and prospective parents.

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