

Research Article

Students' Instagram Social Media Behavior A Study at Aisyiyah Boarding School, Indonesia

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There has been studies on social media use in Asia, especially in Indonesia. However, not many of them exclusively emphasize on one particular homogeneous community based on religion aspect. This paper aims to describe the use of Instagram among muslimah students in an Islamic Boarding School in West Java, Indonesia. Specifically, this study portrays how muslimah students use and behave during their time using Instagram. This paper also tries to display their understanding on the emergence of safety and security setting function. The data were taken from online questionnaires shared to muslimah students at Aisyiyah Boarding School. The questions are open and closed questions. The research method used is a descriptive quantitative method. The results show that their social media behaviors are positively formed in an environment that supports well-scheduled activities. They only use Instagram occasionally, especially when the teachers ask them to submit tasks there. They rarely post personal contents that have no correlation with school assignments. Most of them use the “block comments and users” setting to keep their account private and safe. They claimed themselves as a non-Instagram addicts as they never experience the same fun feeling when they socialize face-to-face with their friends.

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1. Introduction

Social media is very popular for all ages. “The Global Information Technology Report” describes that social media as a major player in the world’s economic sector is growing rapidly even during the global crisis [1]. Social media has evolved to change behavior, including students. Along with Santri Day on October 21, 2021, the Deputy Minister of Religion emphasized the importance of preparing human resources equipped with digital literacy skills. Santri is expected to have other knowledge outside of Islam (tafaqquh fi al-din), mastery of technology is an absolute thing to master.

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Advances in technology that are now developing, have changed society. Social media allows people to see various activities of other people, even though they have never met or even know each other [2]. Social media has also become a new media paradigm in the marketing industry [3] Media helps to identify and discuss codes of behavior [4]. Social media has changed the world a lot.

The development of social media in the dissemination of information has had an impact on the way humans communicate. The key aspects of social media are communicating, sharing information, and collaborating [5]. Among various social media, Instagram occupies the sixth position in the world as the most popular social media. Even the recapitulation of data obtained by WeAreSosial and Hootsuite in February 2022 states that Instagram in Indonesia is one of the social media platforms with the most users. Instagram occupies the second position after WhatsApp.

Instagram is a place for users to share photos, videos, and also captions. Instagram is one of the fastest-growing social media platforms [6], [7]. Instagram is likened to a very large room, where each user can see the work of other users and create friendships [7]. Instagram processes not only social data but also highly personal information. Users who are relatively more concerned with privacy can set their profile so that their profile does not appear in the search results list of other users. Instagram users also have the option to block accounts.

Caldari (2006) [8] mentions three factors that influence the intensity of social media use, namely: (1) Internal needs factors, which are related to human psychological needs. One of them is the close relationship with other people or strangers; (2) Social motive factors, which are influenced by the environment or other people, one of which is the integration of individuals with friends or groups; (3) Emotional factors that can change the intensity of social media use. If social media makes individuals feel happy, then the individual will repeat their activities using social media. The use of Instagram itself is motivated by social motivations, such as hoping to be recognized and appreciated by the environment.

Aisyiyah Boarding School Indonesia was established in 2013 and occupies a dormitory as well as a study room and boarding school activities located on Jl. Laswi No. 308 Baleendah Kab. Bandung. This Islamic boarding school implements a character-based education system to build the profile of female students as Insan Kamil Reformers. The ABS education system is integrated with all aspects of learning according to the maturity level of the female students.

The research team has not found any research related to Instagram social media behavior that is specifically imposed on students as research subjects. Media behavior

needs to be seen from various user sources because it will produce different motives and attitudes. However, a common thread will be found for certain categories. The literature on the use of Instagram by students is still limited [9] and there is a lack of literature examining social networking sites.

This study will try to present an initial overview of students about Instagram, then dive into information about the Instagram use and attitude scale carried out by students of Aisyiyah Boarding School, Indonesia. it doesn't stop there, the basic use and attitudes of students towards Instagram are also tried to be explained clearly. Plus two other dimensions related to the security function of Instagram and the use of the basic functions and applications of Instagram are described in detail with various closed answer choices.

2. RESEARCH METHOD

This research is descriptive-quantitative, which specifically describes the observed symptoms, characteristics, or traits. Dissemination of online questionnaires through google forms, which contains a series of closed and open-ended questions that explore the variables studied. The categories were also separated to get a complete picture of the use of Instagram by the students of Aisyiyah Boarding School Indonesia. The literature review is also used to support survey exploration and research analysis. Data collection was carried out on several 37 students who were in Islamic boarding schools.

3. RESULT AND DISCUSSION

3.1. An Initial Picture of Muslimah Students at Aisyiyah Boarding School Regarding Instagram

There is no too different picture between the open answers of Aisyiyah Boarding School Indonesian students and teenagers in general when asked about Instagram. The students revealed that what came to mind when they heard the word "instagram" asked were social media and posts. Then related to things they like when using Instagram, like teenagers in general, students of Aisyiyah Boarding School Indonesia also answered the same answer, namely filters, stories, feeds, information updates, and being able to see people's daily lives.

The Instagram functions/applications that Aisyiyah Boarding School Indonesian students like the most are photos and stories, each at 75.7%, followed by videos at 40.5%,

then feed at 21.6%, the last position is IGTV at 10.8 %. Overall, the students answered neutrally (48.6%) for the satisfaction of the Instagram application, and were satisfied with the Instagram application (35.1%), very satisfied (16.2%). This means that students do not expect other things that arise from the application. The features that are presented are considered sufficient by the students.

Meanwhile, the things that you don't like when using Instagram are wasting quota, blasphemy, 18+ or things you shouldn't see, forgetting time and using it for things that aren't important, addiction, malicious comments, and being a place to show off. This series of answers, is a common answer, which is also felt by some Instagram users. Information obesity that emerges from Instagram makes users fall asleep and forget about time.

3.2. Muslimah Students` Behavior in Using Instagram

The basic aspect of Instagram usage intensity relates to how often users use Instagram and how long they use it. Intensity can be said as a form of attention and interest based on the quality and quantity determined by the individual [10]. Intensity can be seen from the length of time an individual spends doing an activity and the frequency with which it is carried out [11].

The opening for questions in this category relates to whether the santri have an Instagram account? It is ensured that all students of Aisyiyah Boarding School Indonesia have an Instagram account (100%). Interesting data when question number 2 is asked regarding how many hours of time do students spend on Instagram in a week? It was found that the students of Aisyiyah Boarding School Indonesia spent 3-4 hours a week on Instagram. This means that if it is divided on average per day, the students of Aisyiyah Boarding School Indonesia only spend 26-35 minutes a day. That's a far cry from the average time spent by users globally.

Independent research on 1,201 respondents in Java-Bali found that as many as 34.1% of respondents could spend about 3-5 hours per day surfing the internet and it was even found that 19.3% of respondents could spend about 6-8 hours. with the most frequently visited platform, namely Instagram [12]. In contrast to the results of research by Yulianti, et al (2020) which stated that there was no significant difference between male and female respondents regarding media behavior [13], media behavior among students, especially ABS students, showed different results.

The next 6 questions were followed by the basics and attitudes of the Indonesian Aisyiyah Boarding School students towards Instagram. That is related to daily Instagram activities, pride, dedication, and the feeling if Instagram is closed in the future.

TABLE 1: Muslimah Students' Behavior in Using Instagram. Respondents were asked 6 closed questions related to how they use and behave during their time playing Instagram.

Topics	Answers	Score (percentage)
Instagram as a part of their daily activities	Strongly Disagree Disagree Neutral Agree Strongly Agree	10,8 13,5 48,6 18,9 8,1
Feeling proud of having an Instagram account	Strongly Disagree Disagree Neutral Agree Strongly Agree	0 10,8 73 0 0
Spending daily free time to play Instagram	Strongly Disagree Disagree Neutral Agree Strongly Agree	0 43,2 37,8 13,5 0
Having a feeling of losing contact with friends when you do not login to your Instagram account	Strongly Disagree Disagree Neutral Agree Strongly Agree	10,8 59,5 18,9 0 0
Being part of an Instagram community	Strongly Disagree Disagree Neutral Agree Strongly Agree	8,1 27 56,8 0 0
Feeling sad if Instagram is closed in the future	Strongly Disagree Disagree Neutral Agree Strongly Agree	0 10,8 40,5 16,2 29,7

From the data above, it can be concluded that Instagram is neutral (48.6%) and is not part of the daily activities of the students of Aisyiyah Boarding Schools Indonesia. Santri is also neutral (73%) don't feel proud to let people know that they exist and are part of Instagram. Even disagreement (43.2%) was obtained from the statement which stated that the santri dedicate part of their daily schedule to Instagram. Disagreement was also obtained from the statement that students felt they had lost contact when they did not log in to Instagram for a while. This shows that Instagram is not part of the daily life of the students (56.8%). The implication of the series of questions above leads to the neutral feeling of students if there is a discourse that Instagram will be closed.

3.3. Instagram Security Function

7 lists of questions were put to the students of Aisyiyah Boarding School Indonesia regarding certain security functions of Instagram.

The result is that the security function settings are also quite loose. 43.2% of students answered that all networks and friends could see their Instagram profile. But to be able to view tagged videos, only certain circles can only do 37.8%, following 32.4% of students

TABLE 2: Instagram Security Function used by Muslimah Students. Respondents were asked 7 closed questions related to how they use the security function in Instagram.

Topics/questions	Answers	Score (percentage)
Who can see my Instagram profile?	Only my friends All Networks and Friends Some networks/all friends Don't know	29,7 43,2 16,2 10,8
Who can see my tagged videos?	Only my friends All Networks and Friends Some networks/all friends Don't know	37,8 32,4 16,2 13,5
Who can see my tagged photos?	Only my friends All Networks and Friends Some networks/all friends Don't know	40,5 29,7 8,1 21,6
Who can find me on Instagram?	Strongly Disagree Disagree Neutral Agree Strongly Agree	10,8 59,5 18,9 0 0
Block list usage	Yes No Don't know	43,2 35,1 21,6
Mailing address information on Instagram profile	Yes No	91,9 8,1
Phone number information on Instagram profile	Yes No	89,2 10,8

stating that all networks and friends can view tagged videos, and 43.2% to view tagged photos. 43.2% of santri also use block lists to prevent certain people from looking for them and avoid certain people and outsiders from preventing people from stalking. Santri Aisyiyah Boarding School Indonesia is aware that personal data should not be shared. 91.9% of students answered that they did not provide a mailing address. Finally, 89.2% of students also did not give their phone on their Instagram profiles.

Several cases have been experienced, namely photo theft, and avoiding communication. Publication of mailing addresses and telephone numbers can lead to cases of fraud. Address and phone number information have the potential to reveal the owner's confidential data. Make it a habit to provide contact and personal information only when it is necessary.

3.4. The Use of Instagram's Basic Functions and Its Application

Here below is a table describing the use of Instagram's Basic Function and the application of the function by Muslimah Students at Aisyiyah Boarding School, Indonesia.

Based on the result shown on the tabel above especially related to the frequency of daily content posting, self/personal post occupies the top position. However, this data only applies to 3 students (8.1%). Talking about posts that are sent once a day,

TABLE 3: The Frequency of posting pictures on Instagram. Respondents were asked 9 closed questions related to how often they post pictures as the contents to their Instagram account.

Frequencies	Family	Significant Other	Friends	Pets	Myself	Scenery	Sport	Foods	Wisdom words
More than once daily	2,7	2,7	2,7	2,7	8,1	2,7	0	2,7	0
Once daily	0	0	0	0	0	0	0	2,7	0
2 or more times weekly	2,7	2,7	5,4	0	10,8	10,8	2,7	8,1	0
Once weekly	0	8,1	5,4	0	2,7	2,7	0	0	2,7
Twice monthly	2,7	2,7	8,1	2,7	2,7	0	5,4	5,4	5,4
Once monthly	2,7	5,4	13,5	0	2,7	8,1	2,7	5,4	2,7
Less than once monthly	13,5	8,1	2,7	2,7	13,5	10,8	2,7	10,8	8,1
A few times per year	16,2	5,4	21,6	10,8	16,2	27	13,5	13,5	21,6
Less than once per year	59,5	64,9	40,5	81,1	43,2	37,8	73	51,4	59,5

the food posts are the winners. However, this data only applies to 1 student (2.7%). The portraits posted by Aisyiyah Boarding School Indonesian students are dominated by pets (81%), sports activities (73%), meaningful people (64%), other people’s videos and photos (64%), and only 43% for self-posting, and it is mostly done less than once per year. It is surprising that the picture of the frequency of postings by Aisyiyah Boarding School Indonesian students is very minimal.

3.5. Muslimah Students` Motives in Playing Instagram

Motives for using Instagram are reported to be diverse which has an impact on different usage patterns depending on the motive, which in turn correlates with motivation and finally with personality [14] [15]. The results of the questionnaire stated that using Instagram by students of Aisyiyah Boarding School Indonesia was more due to the demands of the times and became part of school assignments. Among them, students are asked to post related to their experiences as students, tell about the state of the cottage, and also related to their habits (zakat and infaq). Uploading instastory when going home or when returning to the cottage, also during the fortis (student true forum). The results of the study [16] revealed that most of the use of media was for entertainment and leisure time, which did not match the results obtained from the students of Aisyiyah Boarding School Indonesia.

4. CONCLUSION

From this study, it can be concluded that the description of the Aisyiyah Boarding School Indonesian students related to Instagram cannot be separated from postings. What is interesting is the fact that the students do not make Instagram a part of their daily life on which they depend. Students of Aisyiyah Boarding School Indonesia only use Instagram for 3-4 hours a week. The impact of the non-binding of students to Instagram, the students answered neutrally if in the future Instagram is closed. Regarding the security function on Instagram, Aisyiyah Boarding School Indonesia students realize the importance of keeping personal data confidential so that their addresses and phone numbers are not shared on their Instagram profiles. In addition, many of the students take advantage of the blocking option on Instagram. Related to the use of the basic functions and applications of Instagram, the frequency of Aisyiyah Boarding School Indonesia's students in posting is done very rarely, which is around less than once a year. The motive for using Instagram is more on the demands of school assignments that they have to submit it online on their social media Instagram.

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