

Why is Instagram so Popular in Indonesia? Global Communication Features on Online Interaction

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ABSTRACT

Instagram is an application that allows users to share photos and videos. Instagram also offers features that allow users to interact with other people online. It is one of the most popular social media apps in the world and has been increasing in popularity in recent years. Instagram features include: Photo and Video Sharing: Users can share photo and video content with other users. Interact with Other Users: Users can follow other accounts, leave comments, and "like" other people's content. Follow Most People: Users can follow others and view the content they share. Follow Trends: Users can follow popular topics or emerging trends. Collaborate: Users can collaborate with other users to create interesting content. Create a Business Account: A business account allows users to sell products online. Instagram Stories: This feature allows users to share photo and video content that can only be viewed for 24 hours. Instagram Live: This feature allows users to broadcast live videos and interact with other users. Instagram Shopping: This feature allows users to buy products through Instagram. Instagram Ads: Users can promote their content with ads displayed on Instagram. Instagram Reels: This feature allows users to create short videos and edit them with various effects and filters. Instagram Direct: This feature allows users to send messages to other users privately. Instagram Insights: This feature allows users to view their account analytics and see how their content is being received by their audience.

Keywords: *Social media, Global Communication, Instagram, Online interaction*

INTRODUCTION

Instagram's popularity has grown since its release in 2010. With over 500 billion active users, Instagram has become the second most popular social media platform after Facebook (Indah and

Rifana, 2017; Fardouly, Willburger and Vartanian, 2018; Hanifa, Nurditasari and Natsir, 2021; Lesmana and Valentina, 2021). This can be seen from the increasing number of advertisers on Instagram, which has doubled in the past 6 months. Now this application-based social media platform has more than 1 billion advertisers. This is because Instagram is considered the best place for interaction with consumers. Online interaction or better known as engagement is indeed difficult to measure.

There are various factors that affect the ease of engagement on a platform: visibility, comments, ease of sharing content. In short, what affects is the ease with which the platform can connect with followers. Through a survey, 60 percent of respondents considered Instagram to be the best platform for engagement. Instagram is indeed a mobile application-based social media platform, so it's no wonder that it's easy to use anywhere (Amirudin and Triyono, 2018; Placencia, 2019; Larasati, Tantra and Utami, 2021). You can access your account without having to log in using a computer. This flexibility makes Instagram a platform for sharing content that is happening, without editing and engineering, so it can attract an audience. In addition, the application is also very easy to use. There are several features before uploading content and the infinite scroll feature that makes it easier for users.

Instagram has become another social media platform, developing to match and even outperform its predecessors, such as Facebook, LinkedIn and Twitter. Instagram has succeeded in attracting a young audience with an age range under 30 years. So that the impression of energetic and trendy is often associated with Instagram. Instagram can reach different types of users so it can grow a community and help encourage them to interact with one another. the use of caption language on Instagram which includes (1) Variation in terms of speakers, the language used is the language of everyday conversation or casual language, so that in the speech captions on Instagram you can often find variations in dialect and sociolect languages that use colloquial language, slang language, and jargon. Language variations in terms of use in variations in the use of captions are found in several areas of discussion, namely politics, religion, and health. The language used in each field utilizes the existing vocabulary to increase vocabulary. (2) Factors that influence language variations in terms of internal and external. Variations in the use of caption language are influenced by internal factors which are found in terms of syntax and morphology.

Variations in the use of caption language are influenced by the area of origin of the speaker, age, and era of language use. If you look at the use of language variations from an internal and external perspective, it really influences the content of the caption on Instagram, both from the vocabulary, sentences, the language used is also different. Why is Instagram the most popular in Indonesia? because Instagram has very good performance on mobile phones, Instagram is an application that emphasizes the use of photos, and Instagram is also very easy to use. The purpose of this research is to find out how many people use Instagram in Indonesia. Instagram is a social network that allows its users to share photos and videos, interact with friends, and find inspiration. Today, Instagram has developed into a platform used by millions of people around the world. There are many reasons why Instagram is so popular. First, Instagram has an intuitive and easy-to-use interface. Unlike other social networking platforms, Instagram has a very user-friendly interface. With features such as hashtags, users can easily find content they like. In addition, Instagram also has many interesting features. Users can use features such as photo and video filters, sound effects, and more. This feature allows users to create unique and interesting content. Users can also use Instagram to reach a wider audience (Tahir, 2024, 2025; Tahir and Ramadhan, 2024). With features such as "Stories" and "Live", users can easily share their

messages with others. Apart from that, Instagram also allows users to make money. With various features such as Instagram Ads and Instagram Shopping, advertisers can reach their target audience easily.

Users can also make money selling products or services on Instagram (Bestari, Faiza and Mayekti, 2020; Subyantoro and Apriyanto, 2020; Shabani and Keshavarz, 2022; Stenström, 2022). Another plus that makes Instagram so popular is the ability to follow other accounts and people. This allows users to stay connected with the people they like, find out what they are doing, and find inspiration from them. With all these interesting features, it's no wonder that Instagram is so popular. With the various reasons above, it is very clear why Instagram has become a platform that is so popular with many people.

LITERATUR REVIEW

Analysis of the use of slang in social media

This research is related to the meaning of slang, analysis of slang, and the use of slang in social media. Slang is slang among certain circles and has become the everyday language commonly used by the community. The use of slang language in social media will be examined using a qualitative descriptive method.

Form of slang words among Instagram social media users

The data in this study are slang words obtained by applying the observation method with screen capture and note taking techniques. The data source used is the Instagram social media account. The results of this study are the forms of various slang words such as acronyms, abbreviations, contractions, clippings, various walikans, the use of foreign languages, associations, monophthongization, omission of vowels, words formed from improvised original words, and new words formed by the creativity of the user. Instagram social media.

The purpose of making this research is to examine or see how much use of social media, especially Instagram, is still wrong in using Indonesian. Indonesian is also not used globally, this causes Indonesian to appear not to facilitate the process of globalization. The characteristics of slang on Instagram social media, vocabulary equivalent of Indonesian slang on Instagram social media and the process of forming lingual slang units on Instagram social media and the positive and negative impacts of using slang in the millennial era.

Language is the identity of a country or region that is used as a means of communication. Everyone needs language when interacting, expressing ideas and opinions as well as other social relations. Social networks are media that are widely used by speakers of languages to communicate remotely via the internet. In its development, the use of Indonesian began to shift to be replaced by the use of the language of teenagers, which is called slang. (goddess rani gustiasari 2018)

Online communication

This research discusses wanting to know how the process of forming a team through online and the dynamics of online communication that takes place on an Instagram social media manager. The research method uses a descriptive qualitative method which is analyzed using Adaptive Structural Theory Determining research informants through purposive sampling.

The high interest in online shopping has made online businesses also increase and maximize the potential of social media such as Instagram to market delivery services. The purpose of this research is to find out the form of publicity and the concept of IMC as a determinant of online

shopping, as well as customer interest in shopping online and using online delivery services after viewing content on Instagram. The research method used is a qualitative research method.

The purpose of this research is to describe politeness maxims in the language of students and lecturers in online communication. This study uses a qualitative approach with a descriptive method. The research data is sourced from utterances used by Bina Mandiri University lecturers, Management Study Program batch 2021 class mj11a during online lectures.

This study aims to determine tourism communication strategies in managing tourism communication strategies affected by Covid-19 through Instagram social media. The method used in this study is the description method.

This study aims to describe teaching materials, validity, practicality, effectiveness, educators' and students' responses to the development of basic programming teaching materials based on Instagram social media as an alternative to online learning in the conditions of the Covid-19 pandemic. This type of research is Research and Development (R&D) using the Borg and Gall development model.

Indonesia language on social media

The purpose of this research is to identify the role of social media Instagram as a strategy to maintain the existence of the Indonesian language. This type of research is descriptive qualitative with an approach from an Instagram account. Based on research, data taken from Instagram accounts turns out that Instagram plays a role in increasing the existence of the Indonesian language. This can be seen from some of his presentations which show how Indonesian is used properly and correctly.

This study aims to examine the destructive aspects of Indonesia on Instagram social media. The research method used is a qualitative description with a sampling technique, namely uploading an Instagram account as data. Several recent uploads from the Kekomunikasikan account have alluded to the destructive aspects of the Indonesian language. The results of the study show on social media on Instagram. Judging from the destructive aspect, Indonesian has three forms of Indonesian errors according to the general guidelines for Indonesian spelling, the most dominant forms of errors are alay, slang, and slang in Indonesian.

This study aims to analyze language education carried out in communication on Instagram and prove that following these accounts can familiarize the millennial generation with reading information about the Indonesian language. However, most of the millennials use their Instagram accounts to follow entertainment media only. The method in this research is descriptive qualitative with content analysis approach.

This study aims to describe how vocabulary in a variety of social media appears instantly and is mutually agreed upon by social media users. This vocabulary has influenced the development of the Indonesian language in spoken variety, especially the glossary obtained from terms that have developed on social media. This research method uses qualitative research methods as a study.

Development of Language Ministry of Education and Culture (Depdikbud) of the Republic of Indonesia through the publication of Language and Literature and Language and Literature Teaching magazines. Now, after two-three decades have passed, efforts to develop Indonesian are carried out in different ways, namely through brochures called the Communication Sheet (2013) and Language Information Sheet (2016), as well as through social media such as Instagram. This type of research is a qualitative research with descriptive method.

RESEARCH METHOD

Instagram users can interact through various features such as liking posts, writing comments in the available column. By default, Instagram is a reply column where followers or other Instagram users can comment on other people's posts. However, the reply field can be disabled to prevent comments from other users. The reason is, some people may not really want their posts to be commented on and just want to share them. For users who don't want to see comments on their posts, Instagram also provides an option to disable comments on user uploads.

Analyzing the data, we use data collection via Instagram by looking at artist posts and other posts commented on by people or called netizens which contain good comments and bad comments.

FINDINGS



No	Comment	Frequency	Perentage
1	Blasphemy	32	35.64%
2	Praise	19	22.42%
3	Suggestion	28	38.78%

The graph above explains the comment data that we took from Instagram on photo and video posts of a celebrity or artist who were commented on by netizens for comments about blasphemy, praise, and suggestions, in the graph which is inscribed there are thirty-nine words or comments that shows a blasphemy, there are twenty-three words or comments that show a compliment and there are thirty-six words or comments that show a suggestion. So in the graph above there are more comments about blasphemy, why in the graph there are too many blasphemy sentences compared with sentences of praise and suggestions, because on Instagram on celebrity posts or celebrity artists, most netizens are netizens who comment badly or blaspheme on the celebrity or artist, so we take more blasphemous comments compared to praise comments or suggestions.

Blasphemy

Blasphemy is uttering disrespectful insults against a name, character, work, or characteristic orally or in writing. Blasphemy is also a very serious offense under the law.

No	Comment	Implikatur Analisis
1.	Dsarr babuuuuuu	The coment “ dsarr babuuuu “including words that are inappropriate to hear because apart from being insulting it also includes bringing down the person's work. The word babu in its meaning includes things that are prohibited in terms of someone's speech because it includes the laws that apply in every country.
2	“ kecil,,premature,,dan kurang gizi “	The coment “ kecil premature,,dan kurang gizi “Comments like this, of course, can make mothers out there who wholeheartedly pay good attention to their children, but there are still opinions that are not pleasant to be found, this makes a mother mentally weak and sad about comments that bring down her own child.
3	“ gugat ajah... cerain... ngapain... cari suami hanya numpang hidup “	The coment “ gugat ajah...cerain...ngapain..cari suami hanya numpang hidup” In every media there are bound to be comments that are not good to be received, in the words above there is blasphemy that brings down a wife's mentality, even though on the outside many do not know about their household but it is netizens who are dizzy about someone's life.



toya_toyibah 3 hari

Ngerinya lagi jalan seperti itu meninggal mendadak 😂, kagak ngebayang, body kagak ada bahenolnya. Suntik dokter semua 😂😂

♡
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Balas Kirim

— Lihat 92 balasan

Based on the comments above, there are pictures of blasphemy comments that put someone down and we find several meanings that blasphemy means physical insult. In this comment, there is blasphemy, namely: "it's scary to walk like that when you suddenly die, you can't imagine that the body is failing, there is voluptuousness, adding more doctor injections." This comment is certainly not very good and includes blasphemy.

PRAISE

Compliment, namely stating something positive about a person sincerely and honestly, makes the person hear him feel flattered, so that it gives motivation to the person he is praising.

NO	Comment	Implikatur Analisis
1	“aku suka rambut keritingmu “	The coment “ aku suka rambut keritingmu ” in the comments there is an element of praise where someone is very interested in curly hair because it is hair that most people don't like curly hair, but there are still opinions that praise his hair. This makes a person more confident.
2	"Mantap banget ya jenius. Mau log in aja susahnya minta ampun "	the coment “ mantap banget ya jenius. Mau log in aja susahnya minta ampun “in the comments there are words of motivation and praise for the things he has because of his genius to make people jealous of the things he finds, so that people are competing to enter the learning center he is following.
3	“ massyaallah cantk banget “	The coment “ massyallah cantik banget “in these words there are words of admiration and praise with them looking

		interested and not forgetting they say masyaallah so that there are no other diseases, this word is very much used in praising people.
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ende462 4 hari

Bangga dgn anak bangsa yg kreatif tapi kesanya apakah ini contoh yang baik untuk ke depannya bagi anak bangsa 🙄🎉



Balas Kirim Lihat terjemahan

Based on the comments above, we found that there were words that praised and were proud of the presentation, which was found to be creative, so that it was sufficient, but what words were there? In other words, he hopes that the nation's children will be more creative in the future. The comment said, "Proud of the nation's creative children, but the impression is whether this is a good example for the future for the nation's children." The quote already contains praise and hope.

SUGGESTION

Suggestion, namely an opinion or suggestion or ideals put forward by someone to consider a matter.

NO	Comment	Implikatur Analisis
1	“ jangan menyalahkan siapa”, karena semua kehendak tuhan “	The coment “ jangan menyalahkan siapa siapa, karena semua kehendak tuhan” This is a reminder for people who are sad that they will lose or something will happen, and make them sad and regretful. Therefore, there is a motivation and advice not to be too sad about things that have happened.
2	“ sultan mau buat apa saja bisa kita mau beli sayur saja kita pikir2”	The coment “ sultan mau buat apa saja bisa kita mau beli sayur saja kita pikir pikir.” In the words above there are words that give words of advice because these rich people can buy anything compared to

		those of us who buy anything, we still think about spending it because we still have more important things to buy.
3	“ harusnya feri irawan itu bersyukur dapat istri vena udah cantik bisa nyari duit, eh malah kdrt “	The coment “ harusnya feri irawan itu bersyukur dapat istri vena udah cantik bisa nyari duit, eh malah kdrt”. The opinion of people out there is indeed correct because men who are no longer ashamed only hitchhiking after being treated well but instead do heinous things and cause the woman pain, and that also harms herself because of the emotions she has for a moment.



Based on the picture that we found, there are words that tell someone to be famous and will definitely benefit himself, but in this conversation it is not enough to be accepted because the vocabulary that is issued is not good. But enough to motivate people who receive these comments in the comments there are words that "Suru run deh must be trending" In these comments there are suggestions and a little motivation.

DISCUSSION

Social media that is active among the public today is Instagram. Instagram is directly related to the mood and desires desired by the user. Most people use Instagram in communication media. Instagram is a means for communication media, posting photos or videos or broadcasting live, and only using filters available on Instagram, for example a celebrity who often posts their activities on Instagram, and broadcasts live to endorse an item, or someone wants a photo using a filter. - Instagram filters. They use Instagram because they feel that Instagram is very easy to use and has many more sophisticated features.

Many features available on Instagram make users free to use any feature, whether in stories, reels, live broadcasts, or using available filters. Messages to Instagram users should not carelessly post negative posts because it will have a bad impact, fear of being problem for viewers and netizens. And the reason why Instagram is so popular is because it allows users to

share their joys or sorrows. The use of language on social media Instagram as a communication tool in everyday life, one of which is to comment and write captions. Various languages used in communication include Indonesian, regional languages, various languages, and foreign languages. This study aims to describe the forms of errors in the use of Indonesian on Instagram and to describe the various forms of misunderstandings on the use of Indonesian on Instagram. And on the negative side, Instagram can be a source of cyberbullying, because people can post negative comments about other people. It can also be addictive, as users are constantly trying to get more likes and followers.

Additionally, it is associated with reduced self-esteem, as people compare themselves to others. Overall, Instagram is a popular social media platform that can be used for both positive and negative purposes. It is important to be aware of the potential risks associated with their use, and to set limits for yourself. With online communication, Instagram can also connect with people around the world through online media. With online communication, you can share ideas, discuss and exchange information more easily. Instagram provides a platform to explore, share and interact with people around the world. You can use Instagram to message, comment, and share photos and videos. Instagram also offers various sharing features, such as hashtags and tagging, to make online communication easier. around the world through online media. With online communication, you can share ideas, discuss and exchange information more easily. Indonesian is of course a language that is already inherent in our own country, namely the country of Indonesia, Indonesian is a medium of communication among the people, with the language of communication it gives us an understanding, Indonesian is included in both written and spoken language, the written language is a secondary language and lisa is the primary language. Indonesian has officially become the language in Indonesia.

Indonesian has its own rules that we should obey. the need for knowledge and deep meaning good and correct language. However, Indonesian is now different in various regions. Underage children can follow the language that people out there give inappropriate language and they will definitely follow it. Indonesian is also used on social media by communicating through social media, several social media that are widely used in Indonesian so that we can communicate in various regions. In Instagram, there are various regions that have different languages, but those of us who are Indonesian will not disappear on social media because it is already in the rules that Indonesian is already fixed on all social media accounts. Less how do we use Indonesian to adapt to other regional languages.

Why is Instagram used more than other media accounts? Instagram is a visual account because it emphasizes interesting pictures and information directly from related information. Instagram is also in great demand because the features are good and look aesthetic and there are many effects that will show the activities we are doing, Instagram can also make us open a business, and can make us become people who know about entrepreneurship and get more information. On Instagram too many have supporting applications that can make us arrange uploads to make them look aesthetically pleasing and make Instagram Stories more attractive with their artistic abilities.

CONCLUSION

Because Instagram has succeeded in offering a platform that is easy to use, interactive, and allows users to share interesting visual content. Users can follow others, interact and share content. Features like hashtags, filters and comments make it easier to find and share the content you need. This makes Instagram one of the most popular social media platforms. Instagram is a

photo and video sharing service based on the web and mobile application. The service allows users to share photos and videos they take and add text, hashtags and locations. Instagram has become one of the most popular social media platforms in the world. Instagram was launched on October 6, 2010 by Kevin Systrom and Mike Krieger. Instagram was originally based on iOS, but has developed an app for Android and Windows Phone.

Instagram has also developed a web window, where users can access and manage their Instagram profile. At first, Instagram only allowed users to upload photos and videos and share with their friends. However, since then, Instagram has added new features such as moving photo and video features, live streaming, and story sharing. This service has also added social interaction features such as likes, hashtags, and comments. Instagram has become one of the most popular photo and video sharing services in the world. This platform has attracted millions of users till date. Instagram has become an effective way to reach a wider audience and has made it an important tool for marketing and branding activities. Instagram has become one of the best ways to promote products and services. The platform allows users to upload photos and videos, add text, hashtags and locations, and share with their friends and followers. This allows them to create engaging content and attract the attention of a wide audience. It also allows users to track, analyze and monitor their level of interaction with their followers. Thus, Instagram has become one of the most effective social media platforms for marketing and branding activities.

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