

Motives for using reels Instagram social media among Children

Lathifah Az Zuharah^{a,1,*}, Ade Putranto Prasetyo Wijiharto Tunggal^{a,2}

^aCommunication Department Aisyiyah University of Yogyakarta Sleman, Indonesia

¹komunikasi@unisayogyaa.ac.id*; ²ade.putra..tunggal@unisayogyaa.ac.id

* corresponding author

ABSTRACT

Technology that develops from time to time makes a person more active in using social media. Cellular phone companies are also developing various services (4G, 5G, and others) to support these needs. Social media has become an integral part of everyday life among children, where they can share information or do other things for fun. This is a necessity for them. Reels Instagram is one type of social media that is currently widely used by children. This paper aims to look at the pattern of using Instagram among teenagers. This study uses a qualitative descriptive method, with five active teenagers who use Instagram as samples or informants. Data collection techniques in this study were observation, interviews and document collection in the form of photos and other files. From the results of the study it can be concluded that Instagram is a social media that is able to meet one's needs, namely cognitive, affective, personal integration, social integration and imagination needs.

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1. Introduction

Instagram usage activities are required to use the internet. CMC theory (Computer Mediated Communication) is a new set of expectations about the developing community around computer-mediated communication (Amira & Nurhayati, 2019). The core idea is that a "virtual community" can be formed by any number of individuals via the internet on the basis of their own choice or in response to a stimulus (McQuail & Windahl, 2015). This means that Instagram is included in the category of online communities formed through internet media, where the community is selected based on social media (Weismueller et al., 2020). The features of Instagram social media have changed shape by presenting Instagram reels that make it easier for someone to record themselves singing and dancing accompanied by a choice of entertaining songs (Evans et al., 2017).

This feature is so accepted by the general public in general. proven by the increasingly creative content of colorful and creative reels (KARADENİZ & KOCAMAZ, 2019). Country Director for Meta Indonesia, Pieter Lydian, said that Indonesia is one of the most active Reels Instagram content creators in the world (Bhatia et al., 2022). Since its launch last June 2021, Reels is said to have grown and moved very rapidly in Indonesia. Reels, which is one of the short video features on Instagram, has become a place for Instagram users in Indonesia to express themselves, create trends, explore interests, and even turn their passion into a source of income. In just five months, Indonesia has become one of the countries with the most active Reels content creators in the world. Tab Reels is also noted to contribute significantly to the proportion of time spent on Instagram by users from Indonesia as a whole. "Reels is a big part of the future of entertainment content on Instagram (Szeto et al., 2021). In less than 150 days, Indonesia has become one of the countries with the fastest Reels growth rate in Southeast Asia," said Pieter in an official release received by CNNIndonesia.com

(Read the full CNN Indonesia article <https://www.cnnindonesia.com/technology/20211118135909-185-722931/indonesia-negara-user-instagram-reels-teraktif-di-world>) (Rubiyanto & Yuliani, 2020).

Reels is now one of the features of choice for Instagram users in Indonesia to create content. Five months after arriving in Indonesia, Instagram found five types of Reels content that are popular in Indonesia (Mahatmavidya & Yasa, 2020). Director of Entertainment Programs for Meta in Indonesia Revie Sylviana said Indonesia is currently one of the most active countries in creating Reels content in the world, and one of the countries with the fastest Reels growth rate in Southeast Asia. Revie said two out of five popular content in Indonesia did not come from big names (Auly et al., 2021). This finding means there are plenty of opportunities for new creators to find success with Reels. So far, there are five types of Reels content that are most popular in Indonesia, namely comedy, love and family, fashion, eye meditation, and prayer and hope (source: <https://inet.detik.com/mobile-apps/d-5816274/5-type-konten-instagram-reels-yang-popular-di-Indonesia>).

In general, Katz, Gurevitch, and Haas in Bennett & Entman (2001) believe in the typology of human needs related to media which is classified into five groups: Cognitive needs (related to information affirmation, knowledge and understanding of the environment); Affective needs (which answer about perceived experiences); Personal integrative needs (ie needs related to trust, loyalty, and personal status); Social integrative needs (this need is based on the individual's desire for affiliation); The need for fantasizing (related to release of tension or entertainment) (Kroon & van der Meer, 2021).

here is interesting data about Instagram in Indonesia: (1) 97 percent of users always write comments and tag their friends in the comments, (2) 97 percent use a search engine to find more detailed information, (3) 89 percent of Instagram users in the country are in the age range of 7-34 years. 63 percent of them are women, (4) 85 percent of Instagram users in Indonesia also share their posts to other social media, (5) 45 percent of users in Indonesia admit that they often buy things they find on Instagram (<https://id.techinasia.com/sum-user-instagram-indonesia>. Accessed February 18, 2017) (Sloan et al., 2017).

From these data, it can be concluded that some Indonesians are active internet users, especially social media and the majority of users are in their late children. Social media is not a private space but a public space for children. Based on their observations, they can spend hours using social media, whether it's to upload or share pictures, photos, videos, just looking around, commenting on friends' accounts and others. This study wants to describe the media needs that children get on Instagram social media in the Instagram reels feature. The problem formulated in this study is "How are the motives for using social media Instagram reels among kids?"

2. Theoretical Framework

2.1. Computer Mediated Communication (CMC)

CMC is a new set of expectations about the evolving community around computer-mediated communication. The core idea is that a "virtual community" can be formed by any number of individuals via the internet on the basis of their own choice or in response to a stimulus (Cameron & Panović, 2017). The point is an online community formed through the internet, where the community is chosen based on awareness of themselves and is not limited by space and time. Mass media refers to the results of modern technology as a channel in mass communication in the form of computer mediated communication (Garrison, 2021). In order to avoid confusion and differences in perception of the masses, it is useful to distinguish the meaning of mass in mass communication with mass in the general sense. Mass in the sense of mass communication refers to receiving messages related to mass media. Therefore, the mass here refers to the audience, audience, audience, viewers, or readers (Viswanath et al., 2007). On the other hand, seeing Social Media as an online content created using publishing technology that is very accessible and scalable. The most important thing about this technology is that there is a shift in the way people know, read and share news, and search for information and content (Vartanova & Gladkova, 2019). Based on this, the message delivery process becomes very biased.

According to Agostini & Mechant (2019) define a virtual community as a community that is intentionally self-founded by people who have the same interests. Such online communities have the added advantage of being open, and easily accessible, while real communities are difficult to enter (Burton & McQuail, 2021). The point is that if you want to join an online community it is very easy, in contrast to offline communities where there are usually certain criteria or you have to fill out a form first, etc. Instagram is one of the social media where we can choose the people we invite to join as our friends (Lomicka, 2020). We can also refuse friendship if we don't want to. This is what is called that a community stands or is formed by itself according to what we want.

2.2. Uses and Gratification Theory

According to Katz, Blumler and Gurevitch explain the Theory of Uses & Gratifications (Kircaburun et al., 2020), namely: (a) The audience is considered active, meaning that the audience as an important part of the use of mass media is assumed to have the following objectives, (b) In the process of mass communication, the initiative to link the satisfaction of needs with media selection lies with the audience members, (c) The mass media must compete with other sources to satisfy their needs, (d) The needs that the media fulfill are only part of a wide range of human needs. How this need is met through media consumption is highly dependent on the behavior of the audience in question. Many of the purposes for selecting mass media are inferred from data provided by audience members (Entman, 2015). That is, people are considered to understand enough to report interests and motives in certain situations, (e) The assessment of the cultural meaning of the mass media must be deferred before examining the orientation of the audience.

In other words, media users try to find the best media sources in an effort to meet their needs. This means that the Uses and Gratifications Theory assumes that users have alternative choices to meet their needs (Whiting & Williams, 2013). Social media is very necessary for someone who is faced with various media to accommodate information, so there are many needs that can be stated, among others, as proposed by Katz, Gurevitch, and Haas are as follows:

- a. *Cognitive needs*: needs that are closely related to the need to strengthen or add information, knowledge and understanding of one's environment. This need is based on a person's desire to understand and control his environment. It is true that people according to cognitive psychology have a tendency to understand and control their environment. In addition, this need can also give satisfaction to one's curiosity and inquiry (Hussain et al., 2020).
- b. *Affective needs*: needs related to pleasurable and emotional experiences.
- c. *Personal integrative needs*: these needs are associated with strengthening the credibility, trust, stability, and status of the individual (Palkovitz & Hull, 2018).
- d. *Social integrative needs*: these needs are associated with strengthening relationships with family, friends, and other people in the world. This need is based on a person's desire to join or group with other people.
- e. *The need for fantasy (escapist needs)*: this need is associated with the need to escape, release tension, and the desire to seek entertainment or diversion (Iqbal, 2020) .

Mayfield defines social media as the best understanding of a new group of online media types that include the following characteristics: (1) Participation: Social media encourages contributions and feedback from everyone who is interested; This blurs the line between media and audiences. (2) Openness: Social media services are open to feedback and participation, and encourage voting, commenting and communicating; (3) Conversation: While traditional media still distribute content to audiences, social media is known to be better at two-way communication; (4) Community: Social media can form a community quickly; (5) Connectivity: Most social media thrives on being connected to other sites, sources and people (Kakihary, 2021). Information tools that are increasingly developing make it very easy for the public to get the information they want. Instagram is a social media that is included in the category of social networks that can be accessed easily and can provide information.

3. Method

This qualitative method seeks to understand and interpret an interaction event of adolescent behavior in using the internet, especially the needs that teenagers actually get when using Instagram. The reason the researcher uses the qualitative method is because they want to understand in depth the needs for using Instagram social media in depth, from cognitive, affective, personal integration, social integration, and imagining needs (Radojevic et al., 2020). The author reports the reality on the ground honestly and relies on the voices and meanings of the informants. The author deals directly with the researched by observing the informant in a certain period of time. The data collection techniques used are: Observation, interview, literature study and documentation. In the observation method, directly observing the subject and object. With this method it is possible to see the actual behavior and events. Interview is a data collection method used to obtain information directly from the source (Kriyantono, 2006). The documentation method is done by collecting related data. with research either from books, journals, newspapers, magazines, photos, recordings, videos, or the internet. The data obtained from the documentation method is expected to support the data analysis process. The literature study used is a study related to mass communication and electronic media. The researcher uses the interactive model analysis proposed by Miles and Huberman (Prasetyo et al., 2020).

4. Results and Discussion

Collect from the results of observations and interviews with five children who use Instagram social media and post Instagram reels (Sloan et al., 2017). The results show that the informants have a need to use Instagram, both from cognitive needs, affective needs, personal integration needs, social integration needs and fantasizing or entertainment needs.

4.1. Cognitive needs

Instagram can actually add to the knowledge of children about the world. By using Instagram, the user's cognitive needs are more or less fulfilled. User curiosity on various things can be fulfilled by looking at the content in it. If the user needs the most up-to-date information regarding the current situation at home and abroad, of course he will follow the mass media accounts that have recently started to appear on Instagram (Fernández-Robin et al., 2020). If you want to know more about a specific person, such as an official or celebrity, of course he will follow certain accounts. The desire to know these various things can be satisfied by accessing Instagram and seeing the content that users want.

4.2. Effective needs

The Instagram has many functions, we can do whatever we want to do, basically free expression. Instagram is not a rigid social media, one of these five children has three Instagram accounts that have different functions that have been prepared by the closest people or the child's parents. One account is an account about himself, the second account is for selling or business (such as endorsements, photos of Christmas and activities, etc.), the third account is for uploading his hobbies as a result of daily activities. Experiences that show happy, angry or even sad emotions can be experienced by Instagram users. A person's affective needs can be obtained from Instagram, with the aim of satisfying his own mind. One of the children using Instagram is someone who likes the beauty of nature, he will look for related content according to his inner needs. He will feel very happy to be able to see various toys, such as from well-known accounts of kids statiton, tayo bus or hootwheels. By following this account, his inner needs are more or less fulfilled, because they are appropriate.

4.3. The need for personal integration

These children says that Instagram can make other people more aware of what a person's personal identity really looks like. Through their Instagram accounts, these children can show their figure and the personality they have. They don't need to bother for introductions, etc., other people who see our Instagram account will be able to conclude for themselves our personality through the photos we upload. Starting from hobbies, the clothes we wear, the places we often visit, the foods we like, the routine activities we live in. In fact, sometimes some people deliberately show what they are like. Like he was sad, was happy. It can all be seen from the results of his Instagram reel posts.

Five children both stated that their first goal of creating this Instagram account was because they wanted to communicate and share stories with adults with their own behavior and words.

4.4. Need for fantasy or entertainment

These five children stated that Instagram reels were very entertaining. They can share their experiences by sharing photos and videos accompanied by captions that describe what happened in the photos and videos. Not only that, they can also comment on each other and even share stories and jokes. Children need lots of entertainment in the midst of their daily life. In the morning, elementary/kindergarten age children have to go to school, after school, some of them have to take additional lessons or courses and do homework. Without entertainment, routine can become a heavy burden for

The children who are still in. Instagram reels social media can be used as a place to find entertainment for them. In Instagram reels, kids can unwind and look for interesting content that can make them laugh, or at least smile. They can also fantasize and develop the power of imagination. Like one of these five informants, he can fantasize about becoming a famous pilot when he sees the unique construction lined with photos of planes on the Instagram reels. They can also imagine and be inspired to become great businessmen when they see the success of a number of entrepreneurs on Instagram. When the need for entertainment is met, teens can return to their routines with renewed vigor and more positive energy. Instagram can play an important role in maintaining the emotional condition of children who are still in their golden age so that they are not too stressed and remain in prime condition to carry out their daily routines.

5. Conclusion

The motive for using Instagram is seen from the five media use needs, that a person needs media for cognitive needs, affective needs, personal integration needs, social integration needs and entertainment needs. It can be seen that through Instagram they do not miss the latest information in the world, they can still follow the news and information that is currently available. They can also satisfy their inner self by searching for related content according to their inner needs. Through Instagram accounts, these teenagers can freely reveal their personal identity, something they want to show to the world. They can also socialize with family, friends and other people they just met without having to leave the house. And they are very entertained by the existence of Instagram, because there are many funny photos or videos that they can see on Instagram. Instagram can be recommended as an effective social media in communication. Because through these Instagram reels someone can communicate directly with their relatives or friends either from photos, videos or live.

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