Various Wordings of Propaganda on Social Media: Cases from Instagram Application

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Article Info	Abstract
	The mass media currently holds a very critical position in terms of providing access for individuals who require information. The existence of the mass media is thought to be able to aid humans by facilitating access for people to obtain the information they require, in accordance with human nature, specifically, curiosity about everything..This article aims to probe how People's lives have been impacted by the advancement of communication technologies namely through social media that provides variety of information to influence viewers' attitudes, opinion and/ or action. This article seeks to probe to what extent social media such as intagram is used as propaganda in order to influence viewers. Employing a descriptive method, the study took data from the instagram that contains propaganda. The results indicated that there are many evidences of posts on the Instagram application that lead to widely disseminated propaganda. © 2023 JLLP and the Authors - Published by JLLP.

INTRODUCTION

A communication tool with a poor reputation in society is propaganda. This is the result of a long history of the development of propaganda and its erroneous use to influence public opinion as propaganda is used gets worse (Cangara, 2002). In actual practices, propaganda is merely a method or depending on who uses it and the objectives it seeks, a communication tool may be helpful or terrible to succeed.

People's lives have been impacted by the advancement of communication technologies. New media, which eventually gave rise to social media, is one area of communication technology development. The mass media currently holds a very critical position in terms of providing access for individuals who require information. The existence of the mass media is thought to be able to aid humans by facilitating access for people to obtain the information they require, in accordance with human nature, specifically, curiosity about everything. Cangara (2002) asserts that social media is a tool employed in transmitting messages from the source to the audience.

However, propaganda is a kind of persuasive communication technique which has a greater impact than communication intended to convey (Effendy, 2000). Propaganda is not designed as a

technique that conveys information objectively, but as delivery technique messages that have elements of manipulation of feelings and thoughts of people who hear or see it.

Sometimes propaganda delivers appropriate news, but generally includes facts that may elicit an emotional reaction rather than a reaction. The implementation of propaganda requires the media as a tool so that propaganda can be carried out successfully. This is because the media has a great influence in shaping public opinion. Disseminated through mobile media, information contains many social media accounts such as Instagram, Twitter, Facebook, TikTok, and so on which can be used as a tool to spread propaganda.

Instagram is one of the biggest social networks now, but not everyone is familiar and understands with it. However, instagram is a free social networking service that built around sharing photos and videos too. It was launched in October 2010 on iPhone first, and became available on Android in April 2012. Facebook purchased the service in April 2012 and has owned it since.

Like most social media application, Instagram allows us to follow users that we are interested in because it will create a feed on our homepage, showing recent posts from everyone we follow. At last, we can like posts, comment on them, and share them with other people too.

Basically, the definition of Instagram is a social media platform that mostly emphasizes on video sharing and photo via its mobile application. We can take, edit, and publish visual content for both followers and non-followers, as long as our account is public. Users can also interact with our content via likes, comments, shares, and saves.

In general, instagram has specific features which are commonly used by user. The features can be described in the following:

1. *Instagram profile interface.*

   This part displays information about user profiles. It includes biography, circular profile photo, number of posts, and users' follower/following count. The "+ Follow" option permits users to follow other users and stay updated on latter's posted content.

2. *Profile content.*

   It provides viewers to scroll down the profile. Viewers may see all profile photos appear together. For a closer look, viewers have the option to click on any photo. The photo being chosen is displayed clearly.

3. *Instagram's photo content.*

   Clicking on a photo displays a larger version of the photo. Here, viewers can like the photo, leave a comment, or read previously posted comments. In this photo content also displays how many people have "liked" the photo, the photo's caption, and comments appended below the caption.

4. *Navigational tools.*

There are five icons available at the bottom of each page in the instagram's screen the icons are the home page, explore page, posting page, notification page, and user's profile page. These are the basic navigational tools for instagram. (Handayani, 2016).

Based on above, the researcher would like to find out what happen in instagram especially in propaganda words using, and what is the impact of propaganda words in social media itself.

METHOD

The method used in this study is a qualitative method for determining or describing the reality of the event under investigation in order to obtain objective data. According to Sugiyono (2015), the qualitative research is used by researchers studying natural object conditions. According to Moleong (2009), qualitative research is a research that aims to understand the phenomenon of what research subjects experience, such as behavior, perception, motivation, action, and so on, holistically and in a way that is described in the form of words and language, in a special natural context, and with the use of various natural methods.

Given the knowledge provided above, it is clear that descriptive data is produced as a result of qualitative research, which is study that is conducted naturally. This study focuses particularly on a propaganda tool. Data for the case study was gathered from all parties involved in disseminating and uploading propaganda-related posts.

RESULT

There are many evidences of posts on the Instagram application that lead to widely disseminated propaganda.

An Instagram account has circulated in the name of the Bekasi City Criminal Investigation Unit. The account seemed to send a message via direct message to a citizen to meet at the Bekasi City Metro Police and said that the Investigation Report (BAP) of a case on behalf of the citizen had been received by his side.

Responding to this, the Head of Public Relations of the Bekasi City Metro Police, Kompol Erna Ruswing Andari, said the account was not an official account of the Bekasi City Metro Police.

Figure 1. Sample of propaganda from instagram

Circulating an Instagram account in the name of the Pre-Employment Card. The account profile also includes a pre-employment email, namely grsapps@ gmail.com, as well as the Whatsapp number 087811819321. Reporting from Portaljember. tangan-rakyat.com, the account in the name of the Pre-Employment Card is fake. The official Instagram account for the Pre-Employment Card is @prakerja.go.id, with the official website www.prakerja.go.id. In addition, the Pre-Employment Card Contact Center information can be accessed via telephone number 0800-150-3001, live chat and complaint form via www.prakerja.go.id.

Figure 2. Propaganda on fake-aacount representing kartuprakerja

Circulating screenshots in the form of direct messages from Instagram accounts on behalf of BNPB (National Disaster Management Agency). The account seems to provide information on the winner of the Tangguh Awards 2021 on condition that they send personal data sent via the Telegram account https://t.me/tangguhawards2021.and the account is a hoax and is not true.

Figure 3. Propaganda on fake-account representing BNPB

A Facebook account is known to upload a picture of a baby whose skin on his thighs and back is red. The baby's skin is claimed to have blisters due to the effects of the vaccine the mother received. In fact, according to the Clinical Pathology Specialist at the Sebelas Maret University (UNS) Surakarta Hospital (RS), dr. Tonang Dwi Ardyanto, Sp.PK(K), Ph.D, FISQua so far there is no evidence that Covid-19 vaccination during pregnancy can cause skin blisters for newborns. He also mentioned that there are several types of skin disorders in babies.

First, Hemolytic Disease of Newborn (HDN) is the clumping and rupture (lysis) of erythrocytes (red blood cells) of the fetus or newborn. This is due to an incompatibility (Rhesus blood group incompatibility) between the mother and the fetus she is carrying. The incompatibility triggers an immunological reaction, leading to clumping and rupture of the fetal red blood cells.

Second, Staphylococcal Scalded Skin Syndrome (S4). This occurs due to infection by the Staphylococcus aureus bacteria. These bacteria trigger severe inflammation until the skin can peel. These two diseases are not related to the administration of the Covid-19 vaccine to pregnant women. Even before the Covid-19 era, pregnant women were sometimes given the Tetanus Toxoid vaccination to prevent the risk of tetanus infection.

Figure 4. Propaganda to object vaccination

DISCUSSION

Depending on the goals that are to be attained, propaganda has a broad and diverse reach. Propagandists promote propaganda with a certain target demographic in mind. A propagandist is a person or organization with numerous objectives who appeals to a sizable audience (Nimmo, 2011).

Propaganda is the more or less systematic effort to manipulate other people's beliefs, attitudes, or actions by means of symbols (words, gestures, banners, monuments, music, clothing, insignia, hairstyles, designs on coins and postage stamps, and so forth). Deliberateness and a relatively heavy emphasis on manipulation distinguish propaganda from casual conversation or the free and easy exchange of ideas.

Actually, propaganda tactics have been utilized for a very long time by politicians, influencers, and marketers. A propagandist, to put it simply, uses people's emotions and persuasive skills to achieve their goals mostly for their personal advantage. When emotions are in control, we as humans start to lose all sense of reason.

Based on the data, it is found out that the propaganda words in instagram application are always done by many people to express their dislike to other one. They always give the fake news to destroy their rival capabilities and existences. On the other hand, they also like to share wrong information without prior clarification, this is very dangerous for us. By using instagram, we get free to create a hate propaganda for certain goal.

As said by Liliweri in (Kunandar,2015), there are three goals of propaganda namely:

1. *Emotional manipulation*

   Propaganda's deceptive objectives can make it harmful.

2. *Manifest approval or opposition*

   The intended result of the propaganda is to alter the audience's mindset. A message might be accepted or rejected by the audience.

3. *Trying to sway public opinion*

   One of propaganda's objectives is to alter the way that something is generally perceived so that people will act in accordance with that perception.

The goals of the propaganda are actually realized when the propaganda is disseminated through proper channels such as websites, movies, commercials, posters, or social media. social media is a resource that people rely on in order to have a wide impact, society uses a lot of propaganda to sway and manipulate public opinion.

One's contemporary existence can no longer be divorced from the development of the media. It seems as though the media "compel[s]" us to utilize it in order to survive. Considering the present day, we must be informed on everything at this time, and the media here, and we have the opportunity

to educate ourselves on a variety of topics including political, economic, social, and even household-related difficulties. One of the most popular forms of information is social media.

Utilized by modern society, social media offers a party or candidate four advantages for their political endeavors: information, service, access to political power, and space. (Access to information, services, political influence, and space) As we can see, there are many different types of social media, including Facebook, Instagram, YouTube, Twitter, and others. Instagram is a social networking platform that is highly sought after by politicians, actors, and young people nowadays, with 99.9 million Indonesian individuals actively using Instagram of course,

CONCLUSION

A deliberate method of message delivery or dissemination is known as propaganda when it is intendedto influence a recipient's behavior in accordance with the communicator's predetermined pattern in order that the readers/ viewers may alter their attitude, acts, or point of view, as appears in media propaganda. We can find a variety of propaganda on the social networking sites particularly Instagram. Instagram is a very suitable social media medium for shaping public opinion, as seen by its growing user baseincludings celebrities, politicians, and young people.

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