

INSTAGRAM MESSAGE ON ACCOUNT @ SUPORTERCERDAS.ID AND KNOWLEDGE FOLLOWERS

Siti Khadijah^{1*}, Dede Yusuf¹

¹Communication Science Program, Islamic University 45 of Bekasi

*kh4d1j4h@gmail.com

Abstract – Instagram application can be used as a tool to increase knowledge. A lot of knowledge can be gained, namely knowledge of religion, events, politics and sports. As an account upload @ suportercerdas.id contains a lot of knowledge about Indonesian football. Like about football clubs, colors pride of the club, supporters in Indonesia, and much more. The purpose of this study to determine whether there is a relationship message on account Instagram @ suportercerdas.id to knowledge followers. The method used is quantitative with explanative survey type research. The subjects of the study were followers account @ suportercerdas.id as many as 100 respondents and the sample technique used was accidental sampling. The results showed that from several messages uploaded instagram account @ suportercerdas.id, hastag has the largest percentage. It shows that the hastag written instagram account contains many messages of peace for all supporters in Indonesia. While the value of the largest correlation of the photo to knowledge. It proves that photos with knowledge are very real.

Keywords: Instagram Message, Knowledge Followers, Supporters

INTRODUCTION

One of the influential technological developments in society in this global era is the internet. The internet is a computer network that can connect a computer or computer network with other computer networks, so that it can communicate or share data without seeing the type of computer itself. (Bungin, 2006)

Since the existence of the internet, various social media sites have appeared, such as email, Youtube, Facebook, Twitter and Instagram. Instagram is a photo sharing application where users take short photos and videos, then upload them to Instagram social media. The presence of Instagram can be used by some active users, not only uploading photos and videos, even Instagram has now penetrated into a business area and has the function of disseminating information to the public. Besides having the function of disseminating information, Instagram can also be used as a tool to increase knowledge. A lot of knowledge can be obtained, including knowledge of religion, events, politics and sports. One of the sports that became an account on Instagram and popular with Indonesian people is football.

Among Instagram accounts that upload provide knowledge about football in Indonesia, one of which is the @ suportercerdas.id account. There is some knowledge that can be obtained from Instagram @ suportercerdas.id account, including about football clubs, the colors of the club's pride, supporters in Indonesia, and many more. Of the many support groups in Indonesia, there are several groups that are hostile to each other. As we already know, Aremania supporters from Arema FC with Bonek Mania supporters from Persebaya Surabaya are known to be hostile. Bobotoh and Viking supporters from Persib Bandung with Persija Jakarta supporters, namely The Jakmania who are often involved in riots.

The existence of an Instagram @ suportercerdas.id account hopes to be able to unite supporters and no more clashes occur because the account provides knowledge. By uploading positive photos and videos, it does not contain provocative values and racism. Caption and hastag that are written also contain a peaceful message and invite not to be hostile between supporters and other supporters. Based on the explanation above, the authors are interested in researching whether there is a message relationship on Instagram @ suportercerdas.id account to followers knowledge.

THEORITICAL FRAMEWORK

New Media

New media is internet-based media using sophisticated computers and mobile phones (Mcquail, 2011: 44). New media or new media are also called new digital media. Digital media is a media whose content is in the form of a combination of data, text, sound, and various types of images that are stored in digital format and disseminated through networks of broadband optical cable, satellite and microwave systems (Masuda, 2009: 41).

Social media

Social media is an online media where users can easily participate. Participate in the sense that someone will easily share information, create content or content that is to be conveyed to others (Utari, 2011). According to Mandiberg (2012), social media is a medium that facilitates collaboration among users who produce. Meanwhile, according to Boyd, social media is a collection of software that allows individuals and communities to gather, share, communicate, and in certain cases collaborate or play together (Nasrullah, 2015).

Instagram

Instagram is an application to share photos and take pictures or photos that apply digital filters to change the appearance of photo effects, and share them to various social media services, including Instagram's own (Atmoko, 2012). According to Atmoko, there are some parts that should be filled so that the uploaded photos have more information meaning, namely the title or caption, hastag and location. While on Instagram there are several activities that can be done, namely follow, like, comment and mentions.

Message

According to Liliweri(2004), messages are ideas, feelings or thoughts that will be encoded by the sender or decoded by the recipient. Meanwhile, according to DeVito (2013), generally the message is in the form of signals, symbols, signs or combinations of all and functions as a stimulus that the recipient will respond to (Suryanto, 2015: 175). Mortensen in the book of Liliweri (2011) defines messages as interpretations which include two requirements that will summarize the concept of messages, namely behavioral stimuli must be available for review and behavior must be interpreted to mean at least one of the group members.

Knowledge

Martin and Oxman revealed that knowledge is the ability to form mental models that describe objects correctly and represent them in actions carried out on an object (Kusrini, 2009). Notoatmojo(2012) explained that knowledge included in the cognitive domain has 6 levels, namely, knowing, understanding, application, analysis, synthesis and evaluation.

Supporter

Soekanto (2010) explained that supporters are a social group that is a set or unit that lives together because of the reciprocal relationship and mutual influence in it. Chaplin said that support in the form of action, encouragement, sacrifice to understand the needs of others, in decision-making situations (Chaplin, 2009). Whereas according to Hinca, the understanding of supporters (fans club) is an organization consisting of a number of people who aim to support a football club (Handoko, 2007: 35).

METHOD

In this study, researchers used quantitative methods, namely research that is loaded with nuances of numbers in the data collection techniques in the field (Ardianto, 2011). This type of research using an explanative survey is associative, where the associative nature intends to explain the relationship (correlation) between variables (Kriyantono, 2006: 55). In this research method, the population is Instagram @ suportercerdas.id account followers with a total of 40,900 followers. The sample is a data collection procedure in which only a portion of the population is taken and used to determine the desired characteristics and characteristics of a population (Siregar, 2013: 30). In this study the sample technique

used is by accidental sampling technique. Accidental sampling is taking a case or respondent who happens to be present or available somewhere in accordance with the context of the study (Notoatmodjo, 2010). To determine the size of the sample in this study the researcher used the Slovin formula to determine the number of respondents to be studied. And get the results of 100 respondents that will be used in the study.

Data collection methods that the researchers used included, through questionnaires distributed to the object of the researchers, namely Instagram @ suportercerdas.id account followers. Interview with Instagram @ suportercerdas.id account admin named WidaWidol. And researchers also conducted interviews with two followers named R. M. SukriArdiansyah and Amir Hamzah F.

Validity is a measure that shows the level of validity or the validity of an instrument (Riduwan and H. Sunarto, 2014: 348). The formula used is Pearson product moment. In the validity test using 22 respondents. Reliability aims to find out how far the measurement results remain consistent (Siregar, 2010: 90). To find the reliability of the instrument using the Alpha Cronbach formula, because the instrument in this research is in the form of a questionnaire. Data analysis as a process of organizing and sorting data into patterns, categories and units of basic descriptions so that themes can be found and work hypotheses can be formulated as suggested by the data (Kriyantono, 2006: 167). Researchers used bivariate type analysis, because analysis was carried out to see the relationship of two variables. While the data analysis test uses Spearman rank analysis to test hypotheses regarding the relationship between independent variables and dependent variables.

RESULT AND DISCUSSION

Instagram account @ suportercerdas.id

This Instagram @ suportercerdas.id account was established on September 4, 2016. On November 4, 2017 this account already has 40,900 more followers and has uploaded 651 photos containing peaceful messages relating to Indonesian football and its supporters. According to the admin or manager, this account aims to spread the peace virus to all supporters in Indonesia. The account successfully attracted attention and received a positive response from supporters, especially those using Instagram. And this can be seen from the number of followers who are not too long.

Characteristics of Respondents

Characteristics of respondents in this study consisted of age, gender and name of the supporters. Involving 100 followers of Instagram @ suportercerdas.id accounts who are respondents.

Age

Based on the results of the study can be illustrated that respondents aged 15-18 years were 36%, 19-21 years as many as 33%, aged 22-24 years at 21% and 25 - 60 years as much as 10%. From this description it can be said that followers of Instagram @ suportercerdas.id account are dominated by teenagers aged 15-18 years. Because teenagers almost always want to enter a particular group.

Gender

Based on the results of the study can be explained that the sex that answers the questionnaire given by researchers is mostly dominated by men with a total of 90%, while female respondents only as much as 10%. Based on these data it can be concluded that Instagram @ suportercerdas.id account followers who fill out questionnaires distributed by researchers are dominated by men. This is because soccer is a sport for men.

Name of Supporter

Based on the results of the characteristics of the supporter research results showed that the percentage of Jak Mania support respondents was 23%, Viking supporters / Bobotoh 22%, Bonek Mania supporters 8%, Aremania supporters 20%, Lion Mania 4%, supporters La Mania, Bekasi Fort Mania and Semeton have a percentage of 2%, supporters of La Viola, AsykarTheking, Persikama, Panserbumi, Persewangi, PanserBiru, Poseidon Persegal, Persitema and Trunojoyo Mania have a percentage of 1%, PSS Sleman and Deltamania supporters are 3%. Based on the above percentage, it can be concluded

that Jak Mania supporters were the most respondents with a percentage of 23%. This is because the majority of Instagram followers @ suportercerdas.id come from Jakarta which means Jakmania.

Message

According to DeVito, generally messages are in the form of signals, symbols, signs or combinations of all and function as a stimulus that the recipient will respond to (Suryanto, 2015: 175). Based on the results of the study can be seen from the number and percentage of messages to followers knowledge.

Caption

Based on the results of the study shows the results of respondents who answered strongly agree as much as 67%, agreed at 29%, disagree 3%, disagree 0% and strongly disagree 1%. Most of the respondents who strongly agreed as much as 67%, which means the captions written by Instagram @ suportercerdas.id account to provide information on photos uploaded and contain messages of peace, information and knowledge.

Video

Based on the results of the study can be explained that respondents who answered strongly agree 59%, agree 36%, disagree 4%, disagree 0% and strongly disagree 1%. The above percentage states that the videos uploaded on Instagram @ suportercerdas.id account contain knowledge about clubs and supporters in Indonesia.

Comment

Based on the results of the study can be illustrated that as many as 13% of respondents who answered strongly agreed, 35% of respondents answered agreed, 35% of respondents did not agree, 14% of respondents did not agree and 3% of respondents strongly disagreed. There were 35% of respondents disagreed and 35% of respondents answered agreed, this percentage indicated that there were Instagram @ suportercerdas.id account followers who actively participated in the comment and some did not comment.

Hastag

Based on the results of the study can be explained that as many as 74% of respondents answered strongly agree, 22% answered agree, 3% answered less agree, 0% answered disagree and 1% respondents who answered strongly disagree. This percentage states that the violence written by Instagram account @ suportercerdas.id contains a message of peace and invites not to be racist and provocative.

Photo

Based on the results of the study can be described that those who answered strongly agree as much as 59%, agree agree 37%, disagree 3%, disagree 0% and strongly disagree 1%. The data above shows that as many as 59% of respondents strongly agree that the photos uploaded to Instagram @ suportercerdas.id account contain peaceful messages, knowledge and information about Indonesian football.

Like

Based on the results of the study can be explained that those who answered strongly agree as much as 27%, agreed to answer 52%, disagree at 18%, disagree 3% and strongly disagree 0%. The description above shows that as many as 52% of respondents agreed and gave likes to upload each Instagram account @ suportercerdas.id. Because in every account upload, there are many who like to like, especially in posts that contain peaceful messages between supporters.

Knowledge

Knowledge is the result of knowing, and this happens after people perceive a particular event (Notoatmodjo, 2012). Based on the results of the study can be seen from the number and percentage of messages on Instagram @ suportercerdas.id account for followers knowledge.

Knowing

The result shows that 44% of respondents who answered strongly agree and agree, 10% of respondents who answered were less amenable, 1% who answered did not agree and 1% answered strongly disagree. This percentage proves that Instagram @ suportercerdas.id account followers know information about Indonesian football from the account upload.

Understand

The result of the research explained that as many as 90% of respondents who answered strongly agreed, 8% who answered agreed, 1% of respondents who answered were less amenable, 0% who answered did not agree and 1% answered strongly disagree. This percentage shows that Instagram @ suportercerdas.id account followers understand every upload that contains a peaceful message, information and knowledge from the account upload.

Application

The result illustrates that as many as 45% of respondents who answered strongly agree, 43% who answered agreed, 11% of respondents who answered disagree, 0% who answered did not agree and 1% answered strongly disagree. This percentage shows that Instagram @ suportercerdas.id account followers apply what is seen in the account upload.

Relationship Message on @ suportercerdas.id Instagram Account with Knowledge Followers

There is a significant relationship between messages on Instagram account @ suportercerdas.id, namely caption, videos, comments, hastag, photos and likes with followers knowledge that is knowing, understanding and application. The following table relates to the relationship of messages on Instagram @ suportercerdas.id account with followers knowledge.

Table 1. Relationship of Messages on Instagram @ suportercerdas.id with Knowledge Followers

Message	Knowledge Followers		
	Knowing	Understand	Application
	R	r	r
Verbal Message			
<i>Caption</i>	0.550**	0.272**	0.274**
<i>Video</i>	0.458**	0.233*	0.300**
<i>Comment</i>	0.348**	0.168	0.483**
<i>Hastag</i>	0.256*	0.339**	0.253*
Nonverbal Message			
<i>Photo</i>	0.614**	0.266**	0.403**
<i>Like</i>	0.455**	0.229*	0.469**
**a. <0.01		Correlations is significant	

Caption

The caption on Instagram @ suportercerdas.id account for knowing information is very real with an r value of 0.550. This value states that the caption written by the account contains information and knowledge.

Caption on Instagram @ suportercerdas.id account to understand information is very real with an r value of 0.272. This value states that the caption containing the information written by the account is easily understood by followers.

The caption on the Instagram @ suportercerdas.id account for the application is very real with an r value of 0.274. This value states that the caption written by the account contains a message of peace, information and knowledge which can then be applied by followers.

Video

The videos uploaded on Instagram @ suportercerdas.id account for knowing are very real related to the r value of 0.458. This value shows that the video with followers knowledge is very real in providing information and knowledge about the club or supporters in Indonesia.

Videos uploaded on Instagram @ suportercerdas.id account for understanding are significantly related to the r value of 0.233. This value states with video, the information provided is more real and clearer so that followers are easy to receive and understand the information obtained.

The videos uploaded on Instagram @ suportercerdas.id account to the application are very real with an r value of 0.300. This value shows that the video uploaded with the application is very real, so that the information obtained can be applied by the followers.

Comment

Comments on knowing are very significantly related to the r value of 0.348. This value states that comments from followers by knowing the relationship are very real because less clear information can be asked via the comments column.

Comments on the application are very significantly related to the r value of 0.483. This value indicates that comments with applications are very real. The information conveyed by followers in the comments column is done by other followers.

Hastag

Hastag, written on Instagram @ suportercerdas.id account for knowing the real relationship with the r value of 0.256. This value states because the existence of the hastag written in the caption or in the comment column can make followers know the names of supporters and nicknames of clubs in Indonesia.

Hastag, written on Instagram @ suportercerdas.id account for understanding the very real relationship with r value of 0.339. This value shows that with the hastag written in the caption, followers understand that everything uploaded on Instagram @ suportercerdas.id aims to reconcile and unite all supporters in Indonesia.

Hastag, written on Instagram @ suportercerdas.id account for the application, is very real, with an r value of 0.253. This value states that hastag with the application is very real. Because the words written contain peaceful messages.

Photo

The photos uploaded to Instagram @ suportercerdas.id account for knowing are very real with an r value of 0.614. This value explains because the account upload contains information and contains information about Indonesian football.

The photos uploaded to Instagram @ suportercerdas.id account for understanding are very real in relation to the r value of 0.266. This value states because the information contained in photos is easily understood by followers.

The photos uploaded to Instagram @ suportercerdas.id account for the application are very real with an r value of 0.403. This value states that because the account upload contains a message of peace, knowledge and information make followers not racist or provocative in the real world and on social media.

Like

Like to know very real relation with r value of 0.455. This value explains that likes by knowing are very real because the account upload contains a peaceful message in it to unite supporters throughout Indonesia.

Like to understand, it is significantly related to the r value of 0.229. This value explains that likes with real understanding are related because the account uploads are understood information about clubs other than the club they like.

Like the application is very real with an r value of 0.469. This value explains that likes by understanding are very real because the account upload provides a peaceful message, information and knowledge that will be applied by followers.

CONCLUSION

Based on the results of research that has been done, it can be concluded that there is a relationship between messages on Instagram account @ suportercerdas.id with knowledge of followers. From captions, videos, comments, stories, photos and likes. Hastag has the highest percentage of 74%. This shows that the hastag written by Instagram account @ suportercerdas.id contains many messages of peace for all supporters in Indonesia. And photos of knowing have the greatest correlation value among other messages with a value of 0.614. This value proves that the photo by knowing the relationship is very real. This shows that all photos uploaded to Instagram @ suportercerdas.id account give followers a lot of knowledge about Indonesian football.

REFERENCES

- Ardianto, E. (2011). *Metodologi penelitian untuk public relations kuantitatif dan kualitatif*. Bandung: Simbiosis Rekatama Media.
- Atmoko Dwi, B. (2012). *Instagram Handbook Tips Fotografi Ponsel*. Jakarta: Media Kita.
- Bungin, B. (2009). *Sosiologi komunikasi*. Prenada Media Group.
- Chaplin, J. P. (2009). *Kamus Lengkap Psikologi (Terjemahan Kartini Kartono)*. Jakarta: PT Raja Grafindo Persada.
- Handoko, A. (2008). *Sepakbola tanpa batas: city of tolerance*. Kanisius.
- Kusrini. (2009). *Sistem Pakar, Teori dan Aplikasi*. Yogyakarta: Andi
- Kriyantono, R. (2014). *Teknik Praktis Riset Komunikasi*. Jakarta: Kencana.
- Masuda, Y. (2009). *Keunggulan New Media*. Jakarta, : Rodika.
- Mcquail, D. (2011). *Teori komunikasi massa edisi 6*. Jakarta: Penerbit Salemba Humanika.
- Nasrullah, R. (2015). *Media Sosial: Prosedur, Tren, dan Etika*. Bandung: Simbiosis Rekatama Media.
- Notoatmodjo, S. (2010). *Metode Penelitian Kesehatan*. Jakarta: Rineka Cipta.
- Notoatmodjo, S. (2012). *Promosi Kesehatan dan Perilaku Kesehatan*. Jakarta: Rineka Cipta.
- Riduwan, S. (2009). *Pengantar Statistika untuk penelitian pendidikan, sosial, ekonomi, komunikasi dan bisnis*. Penerbit Alfabeta. Bandung. p139-168.
- Siregar, S. (2010). *Statistika Deskriptif Untuk Penelitian Dilengkapi Perhitungan Manual dan Aplikasi SPSS Versi 17*. Bandung: PT Raja Grafindo Persada.
- Siregar, S. (2013). *Metode Penelitian Kuantitatif*. Jakarta: Kencana Prenada Media Group.
- Soekanto, S. (2010). *Sosiologi Suatu Pengantar*. Jakarta: PT. Raja Grafindo Persada.
- Suryanto. (2015). *Pengantar Ilmu Komunikasi*. Bandung: Pustaka Setia.
- Utari, P. (2011). *Media Sosial, New Media dan Gender dalam Pusaran Teori Komunikasi*. Yogyakarta: Aspikom.