THE INFLUENCES OF INSTAGRAM TOWARDS SOCIETY

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Abstract
The purposed of this research is to determine the influences of Instagram towards society. This paper proposes a framework to identify four aspects concerning about the influences of Instagram. As a result, the study reveals that the influences of Instagram consist of marketing, students, self-esteem and photography. This paper also shows the table analysis of review and the figure proposed research framework.
Keywords: Instagram, influence, self-esteem, marketing, students.

1. Introduction

Instagram has become the most popular social media network among society as it has a lot of features and they keep on updating their system to be better than other social medias. So basically, Instagram's influence is the effect of Instagram towards society in terms of whether it give a good or bad influence on society. As we know, the main use of Instagram is actually only for sharing photos with the followers but society has turn it into something new and different. As for example, some of them use Instagram as a platform to market their product as they observe that people are more attract to it. Other than that, Instagram also has influenced their user to enhance their photography skill to become better. On the other hand, there is also bad influence of Instagram especially among students and those people who has low self-esteem.

The aim of this study is to measure the influences of Instagram towards society. In order to achieve this objective, this research proposed a framework to identify four main aspects of the influence of Instagram. The remainder of this paper is organized as follows. Section 2 is literature review. Proposed framework is in Section 3. Final section contains some concluding remarks.

2. Literature Review

This research is to evaluate the influences of Instagram. For influences of Instagram, we focus on four main aspects; marketing, students, self-esteem and photography.

2.1 Marketing

According to Virtanen (2017), social media has been an important place for marketing especially for big business and enterprise to communicate and share. It has influenced the businessmen to change their business strategies into online which is through Instagram that is way easier and fastest than other platforms of social media. This is due to asynchronous which means they will get quick respond from both

businessmen and customer, so that their performance will become better. Other than that, Instagram not only influence people in doing big business but also in small business such as product reviews and those people called as social media influencers (Nandagiri, 2018). Usually, social media influencers are among well-known person who has many followers on Instagram. Plus, according to De Veirmean (2015), online sellers are likely to pick the famous person on Instagram, known as Instafamous to promote their brand or product. Usually, they will choose the one who has many followers and likers on Instagram because they know that the followers will support and buy the product eventually. Moreover, it is easier for the official brand that has huge names all over the world to market their brand on Instagram (Casalo, 2017). It is not only because they already famous, but then they have their own followers or user since back then and their brand also trusted. Since people nowadays are likely to use Instagram like every hour they will checking on it, so that is why the official brand are taking initiatives to promote their brand on Instagram. Unfortunately, there is also bad side of marketing through Instagram. Based on Guidry (2018), user will easily spread any rumours if there is something they are not satisfy about some product through hashtag (#) such as #mcdonaldsfail or they will tag them in comments. That kind of thing can give bad reputations towards the company itself.

2.2 Students

Instagram give big impacts on students especially in Malaysia as it beats the number of users of Twitter (Hamid, 2014). Students nowadays are very active in social media as in leads to their personality traits which has bad and good effects on them. That is why the university's stakeholder needs to trace their students on social media by doing observation and take this thing seriously as it will affect their future because they are all future leaders. On the other hand, students in Korea are very encourage to use Instagram for communicate because Instagram is more to "image first, text second" and it gives satisfaction because they can take pictures and share it with their friends, called it as self-presentation (Hwang, 2018). Other than that, Instagram also can be use as a place to motivates students as it has a lot of information or motivational account that improve themselves. From the observation, many of female students having trouble in doing outdoor exercise because of they are not confident with themselves and also because of cultural especially Muslim students. According to Al-Eisa (2016), the physical activities are very poor among the female students but with the existing of Instagram, they can do those physical activities inside their house, called as home exercise program.

2.3 Self-esteem

Based on Aziz (2016), body issue is like a negative side of Instagram as it will make the user to have low self-esteem. As we know, Instagram is place where user will post photos of themselves especially. There is no problem for those who is having the ideal body that they are proud of, but not for those whose opposite to it. Plus, according to Dion (2015), body issues will lead to increasing of envy feelings which is not good for social media users. It can cause the user to become narcissism and creates negatives

activities such as slander on the person that they envy of. Furthermore, according to Lewallen (2016), body issues can lead to person's self-esteem. From her observation, people who has high level of self-esteem is the people who has body-positive condition compared to people who has body-negative condition. That is why people who has body-negative condition are not confident to post photo of themselves on Instagram.

2.4 *Photography*

According to Anderson (2016), Instagram is one of the apps that combined the passionate of photography with social media and it give big influences towards the social medias' user as it grows over 400 million users at this time. It influences all of the "photo freak" who very passionate in capturing moment and share with others about it. However, social media also give bad influences toward its user because it affects their self-concept or self-report (Dion, 2015). This is due to life satisfaction which means if there are other better photos of person or view and their photography skills is better than us, it will make our self-esteem become lower.

Table 1: Analysis of Review

Author	Marketing	Students	Self-esteem	Photography
Anderson (2016)				✓
De Veirman (2015)	✓			
Aziz (2016)			✓	
Al-Eisa (2016)		✓		
Lewallen (2016)			✓	
Dion (2016)			✓	✓
Casalo (2017)	✓			
Virtamen (2017)	✓			
Guidry (2015)	✓			
Nandagiri (2018)	✓			
Hamid (2014)		✓		
Hwang (2018)		✓		

3. Proposed Framework

In this research, we proposed our research framework as shown in Figure 1. The proposed framework is based on the discussion in the literature reviews. In this framework, we identify dependent and independent variables. The dependent variable is influences of Instagram, meanwhile the independent variables are marketing, students, self-esteem and also photography. All of the dependent and independent variables were taken from Table 1.
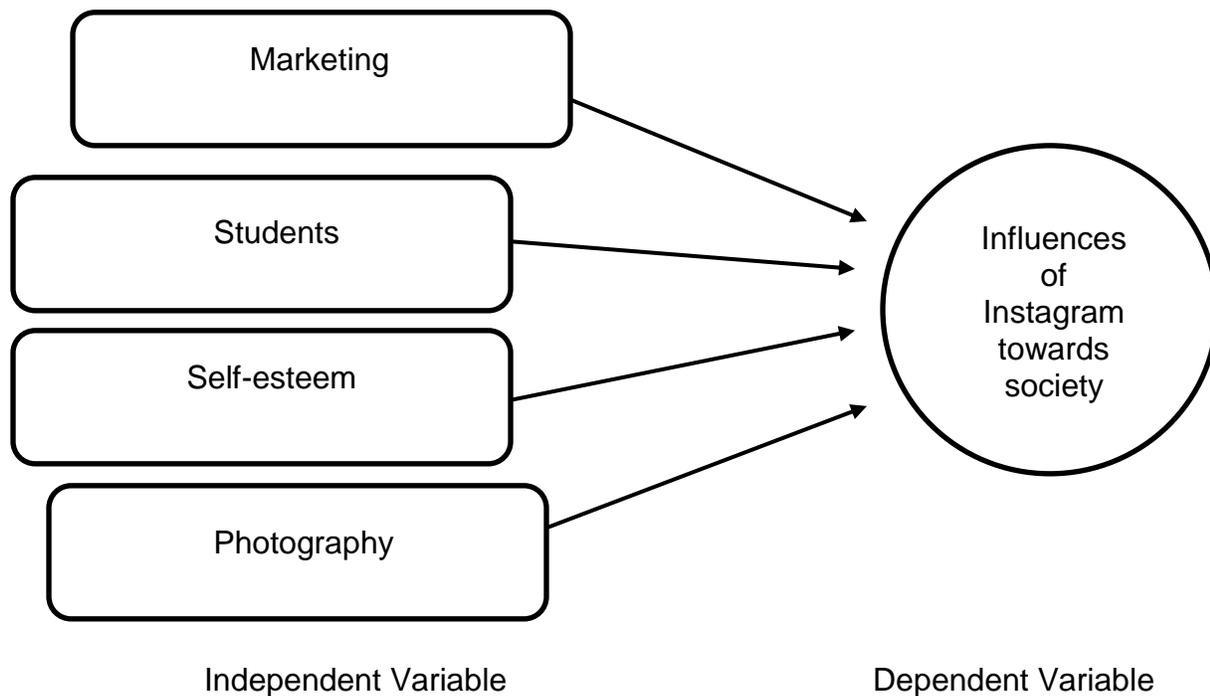
Independent Variable   Dependent Variable

Figure 1. Proposed research framework

4. Conclusions

As a conclusion, Instagram has influenced society in many ways. It has been proved that it can taught us to improvise our life to become better than before in terms of marketing, skills, attitude and also boost our level of confident. No wonder why society prefer to use it in their daily life rather than other social media because of its features that are different from others and I am very sure that there is no other social media that can beat Instagram at this moment. So overall, all I can say is Instagram has improved a lot compared to back then and it is very friendly that everyone can use it from teenagers until adult.

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