



# PARASOCIAL INTERACTION PHENOMENON ON SELEBGRAM'S INSTASTORY PAGE

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## ABSTRACT

Digital interactions with social media consistently result in new releases that feature elaborate features. In social media, interactions between celebrities on Instagram or in other celebrity-related contexts provide a new way for followers and the celebrity in question to interact. In 2022, Indonesia will have a large proportion of social media influencers in every country. According to this data, the percentage of influencers will rise to more than 40% by 2020. One influencer account with a sizable following is @dindarahmawatis, who has experience creating content about other people's lives, particularly children. The interaction between the owner of the account @dindarahmawatis and their followers has been growing steadily. This is in line with the theory of parasitic interaction by Auter and Palmgreen in the year 2021. This study aims to determine the relationship between social interaction patterns and the theme of missing children on the Instagram account of @dindarahmawatis. The method used is descriptive qualitative, with the initial data being text from the Instastory account of @dindarahmawatis and data being pulled every second from interview results with account holders. The study indicated that the owner of the account @dindarahmawatis engaged in parasocial interactions that primarily focused on three factors: task attraction, romantic attraction, and identity attraction. A personal communication strategy is used, along with positive feedback to followers, courteous language, and a humble demeanor, all of which are backed by the outward look of Muslim women who are used as role models for followers. These factors dominate the method taken. Further research that explicitly investigates interactions on new media pages can use this study as a source of inspiration.

**Keywords:** Interpersonal communication; social media; and parasocial interaction

## 1. INTRODUCTION

In the era of digitization, technology may simplify people's daily duties. The idea of social media is now outdated. Social media is accessible to everyone with smartphones; some even have many accounts. With these phenomena recognized by celebrities and used to acquire popularity,

people use social media as a tool (Christine, 2020). With the continued usage of media, particularly Instagram, a gap is opened to expand the reach and construct a more straightforward strategy. The advent of social media also satisfies fans' needs for sources of information and access to their idols so that they can interact with them directly (Mehrunnisa, 2020). Two Stanford University students, Kevin Systrom and Mike Krieger are from the United States. The Instagram app was developed by this team and released in October 2010. Instagram was formerly only one of the gadget programs, but its appeal has grown significantly. There were 90 million active social media users on Instagram in 2013 (Rini, 2018). Now Instagram can be used to express personality through the publication of videos and photos and as a platform for information sharing and communication (Atmaja, 2022). Celebrity influencers are known on Instagram as people with many followers.

In Indonesia, the term influencer is a term from the English language influence, which means to influence. Furthermore, an influencer refers to someone who has the power to influence the public positively. The influencer in this study is intended for a celebrity. They usually have the power to influence people (Muhammad, 2020). An influencer has many followers (followers) and strongly influences his followers, such as celebrities, public figures, YouTubers, and others. Influencers can be divided into three: Mega influencers are top celebrities who are popular in the real world and cyberspace. Macro Influencers are professional creators willing to share their lives with a focus on certain things. This type of influencer has between 100,000 and one million followers. A Micro Influencer is someone who has between 1000 and 100,000 followers.

Micro-influencers are often called buzzers because they often do reviews, so they gain more trust from companies and followers. (Made, 2019) Interpersonal communication does not only occur in the real world, but in cyberspace, it can occur; according to Mulyana (2016), interpersonal communication involves the exchange of information in the form of verbal and non-verbal messages. Starting from the words used, eye gaze, facial expressions, body postures, and all face-to-face interactions or via text, photos, and videos online on social media (Greetings, 2020).

This research uses a Micro Influencer who owns an Instagram account named @dindahmawatis as a research object with a total number of 11,900 followers, where InstaStory contains content about daily activities as a career woman and how parenting is done to her children. The purpose of @dindahmawatis in sharing daily activities is his duty as a celebgram who actively uses Instagram media as a forum for storytelling in the InstaStory feature. With the emergence of

social media, an individual interacts in one direction as if he is talking two ways with his idol. That is, parasocial interaction can be interpreted as a relationship between two or more people where the person's behavior affects the characteristics of other individuals (Mehrunnisa, 2021). Schamm and Hartman's research said that parasocial and personal interactions have something in common: when their idols prepare something to be in the media and say something according to what they want. Giles mentions that various situations are created due to parasocial interactions, feelings of pleasure accompanied by pseudo meetings, personal identities, attitude guidelines, and pathological audiences (Mehrunnisa, 2021). There are three aspects for parasocial interactions to be established: task attraction, romantic attraction, and identification attraction.

Quoted from previous research discussing the parasocial relationship between fans and their idols, which is limited to social media, Instagram, and Twitter. According to Janabeth Ward (2016), who uploaded posts in the comments column on her idol's Instagram, fans feel as if they are writing directly to a celebrity when they write private letters. However, their comments will never be replied. Moreover, this research raises the phenomenon of parasocial relationships taken from the responses of @dindahmawatis followers on the InstaStory page. Their followers have such a deep empathy for the only child @dindahmawatis who had disappeared with his grandfather when he made storytelling on InstaStory in a sad condition, to the point of tears. Apart from that, she is interested in her content and likes to share knowledge about educating children, knowledge about becoming a strong career woman and looking for opportunities, modeling knowledge in the realm of hijabs, and sharing job lockers who want to find work so that followers feel invited and guided to become what they are interested in. His gentle words and invitations also make his followers enjoy reading @dindahmawatis' writings.

The theory that underlies this research is the theory of parasocial interaction, which can be categorized as interpersonal relationships but which are pseudo. This is because the parasocial relationship exists only in an individual's mind. Also, self-disclosure in parasocial relationships only occurs in one direction, from the artist to the media audience (Christine, 2020). In recent years, parasocial relationships have occurred through online interactions. Social media, especially Instagram, has given birth to influencers known as celebgrams. The term celebgram is given to personal Instagram users who have many followers because they have the advantage of the photos and videos they upload that make them attractive and liked by many (Rizanna, 2022). Celebrities or influencers may respond to interactions made by their fans by utilizing several Instagram features,

replying to comments, liking uploaded posts, tagging, or even reposting what the influencer uploaded (Iham, 2021). Insta Story provides various features that allow Instagram users to share stories that can disappear for 24 hours (Sharif, 2019).

In the parasocial context, friendships that arise are formed because there is a feeling of being related to each other, giving a feeling that you are interacting directly. An intimacy between parasocial interactions encourages fans who act as media connoisseurs to be loyal to the idol figures they like. One can feel their idol characters on social media as friends because of the creation of parasocial interactions in one direction. Horton mentions how parasocial relationships can also affect social relationships and may change social behavior patterns, as in the content on the Instagram account @dindahmawatis, which tells about the missing case of her first child on her InstaStory page. This raises a sense of concern for followers so that they get Instastory replies from their followers. From the InstaStory replies, parasocial interactions arise between followers and idols as if they have a particular affinity (Mehrunnisa, 2021).

The development of social media supports parasocial interaction; communication media has a significant impact in several fields, such as social, economic, educational, and other fields. The rapid development of new media can have an impact on communication sites. One of the social media that is being liked by many gadget users today is Instagram. Many Instagram users aim to express their personal lives through Instagram, one of which is to fulfill their own needs for pleasure and satisfaction. It is common for celebgrams to share their personal stories with the media, which will generate a response to comments and close interactions between followers towards @dindahmawatis (Bimo, 2017).

## **2) METHODS**

The research method used in this study is to use a qualitative descriptive analysis method approach. Qualitative descriptive qualitative methods describe, analyze, and summarize various conditions, taking data from interviews or observations regarding the problem under study (Lindawati, 2016). This data was obtained from the results of the capture of the Instagram story @dindahmawatis with the incident of the disappearance of the first child named Qiandra, where the phenomenon is a systematic, accurate description of the facts and the relationship between the phenomena being investigated without requiring special treatment. The researchers will conduct

analysis based on theory and data analysis that is adjusted to the uploaded content. In addition to capturing InstaStories as other supporting data, namely capturing replies to followers' comments, journals, and interviews regarding the background of followers following @dindahmawatis and the empathy that followers show to @dindahmawatis whose status is also a mother.

### 3) RESULTS AND DISCUSSION

This research shows that there are acts of communication through social media that are different from face-to-face communication, especially in building closeness between idols and followers. According to Walther, social information processing theory shows that computer-mediated communication can build close relationships entirely by relying on text messages. In the parasocial context, friendships that arise are formed because there is a feeling of being related to each other, giving a feeling that you are interacting directly. An intimacy between parasocial interactions encourages fans who act as media connoisseurs to be loyal to the idol figures they like. One can feel his idol characters on social media as friends because of the creation of parasocial interactions in one direction. Horton mentions how parasocial relationships can also affect social relationships and may change social behavior patterns (Mehrunnisa, 2021).

Social media, especially Instagram, affects creating a person's closeness to his idol with this. Instagram can make communication on social media take place when he finds an Instagram post, especially an Instagram story, where the influencer @dindahmawatis makes an Instagram story about the disaster he has suffered. Influencer @dindahmawatis admits that the existence of Instagram is very influential in achieving something that @dindahmawatis wants to achieve as a Muslim actress and influencer who teaches positive things that her fans will later follow. From the analysis of Instagram posts, influencer @dindahmawatis opened up a business opportunity to create a modeling class and shared how he educates his first two-year-old child. Suitable parenting methods make fans interested in following their upbringing patterns. However, this lasted only a short time because it was buried in the Instagram story @dindahmawatis, which shows the achievements and activities of influencer @dindahmawatis in the field of modeling and as an actress who has a busy schedule. Anjani (2016) said that Instagram is used for personal gain and as a medium of information for various purposes (Mutia, 2020).

Celebgram @dindahmawatis uploads her daily activities on her Instagram social media account with Qiandra as an influencer via InstaStory. Mainly she uploads stories that play the role of parents, actresses, hijab models, make-up models, and trainers for hijab model classes. According to Joseph's concept (2018: 27), social media has several activities, including (1) Social media maintenance. Namely, taking care of Social Media by posting regularly on Social Media. @dindahmawatis routinely posts at least once a day and sometimes replies to comments from followers on his InstaStory. (2) Social Media Activation. Making unique activities such as the *Bismillah* event "Muse Model Make Up." On his account, he also routinely makes Instagram stories of daily activities, short polls, or questions and answers to catch his followers' attention. (Lidya, 2018).

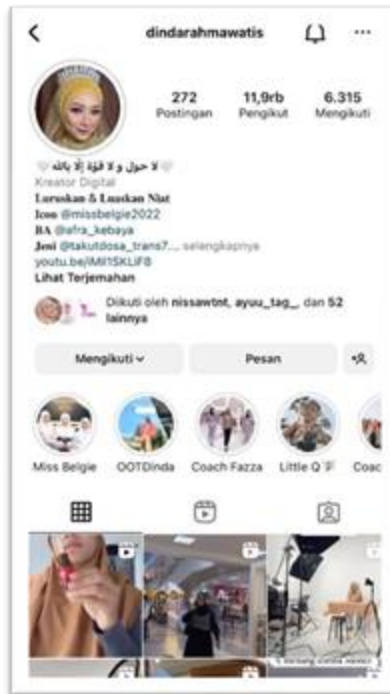


Figure 1. @dindahmawatis's Instagram

Celebgram @dindahmawatis, commonly known as Dinda, is an influencer and actress in several catch-up films. He has a greeting or nickname for his followers, namely 'Dears', to make it easier for his old followers or new followers to know and feel close to Dinda. She became a hijab model before she married and had a child. She likes work in the field of hijab influencers, which can be helpful for people who want to be models that cover their genitals. As time went by, Dinda got

married and had a daughter named Qiandra. From her Instagram story, Dinda was very close and affectionate with her child.

It is also often shown to share tips and information on how to care for and educate them to be mature according to their age. Qiandra's behavior reflects Dinda as her mother; for example, she is good at singing, taking photos, and speaking in public even though she does not know the person. Very humble like @dindaramawatis.

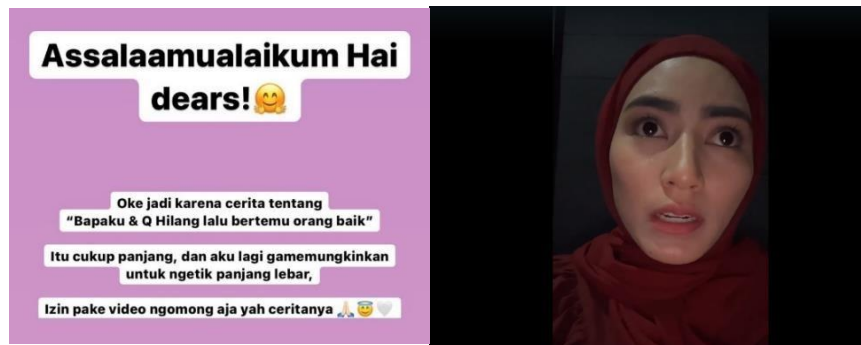


Figure 2. Instagram Story @dindarahmawatis

The style of communication used by celebgram @dindahmawatis to attract the attention of followers in various ways, one of which is the parasocial interaction method from oral to written; this method of storytelling has been mastered by the celebgram to attract the attention of its followers so that the response generated has a positive impact. Personal communication style can be shown cognitively or socially. Each person's communication style has characteristics, giving rise to different responses (Prima, 2014). The communication that is carried out includes persuasion, which plays a role in changing and developing each other. Through interaction in communication, the parties involved in communication provide information, encouragement, and enthusiasm to change thoughts, feelings, and attitudes according to the topics discussed (Ida, 2014).

Tells the story of his missing child, who was found by good people who took him home by giving him milk and pampers because his position at that time was raining, making Qiandra's clothes wet and his diapers thick. With the facial expressions shown by @dindahmawatis, some of his followers are worried because what followers know is that @dindahmawatis cares for and educates Qiandra in a good way. After being told in detail that the cause of the disappearance was triggered by his grandfather, who wanted to buy food for his grandson because he knew that a

hawker shop was close to his house, with the position of the grandfather took his grandson. However, his grandfather Qiandra had dementia or temporary memory loss, which resulted in him not being able to return to his hometown. Home and stray far from his home. When Grandpa and Qiandra were missing, @dindahmawati had work that required her to be a judge in a modeling competition, but what amazed her was that Qiandra did not cry and immediately took a break because Dinda taught Qiandra to be calm and not to cry when she gets into trouble and also not to cry if her wish is not fulfilled.

Parasocial interaction, if understood as a parasocial process, can be in the form of attention, understanding, knowledge, evaluation, sympathy, empathy, emotional feelings, and fan behavior (Giles in Jones, 2013). Empathy also has several aspects (Devita, 2015), as follows.

### **Cognitive Aspect**

Someone who can empathize can understand what other people feel and what causes it to happen to that person. (Devita, 2015). The push from a complex social environment in human evolution has chosen cognitive empathy because it can enhance social functioning. Cognitive empathy can also help humans to understand and predict the behavior of others through mental states. Cognitive empathy is the ability to understand and respect others by showing tolerance for other people's points of view, and it develops with age (Muhammad, 2017).

### **Affective Aspect**

Regarding the affective aspect, it is directly focused on someone who is empathetic and also feels what other people feel (Devita, 2015). According to Smith, affective empathy is a fundamental basis for ongoing social attachment between parents and children and can also facilitate group cohesion. Affective empathy can be called emotional contagion, describing a person's subjective reflection on the feelings of others. Affective empathy can be called emotional contagion.





Figure 3. Direct Message from Aya

In short, parasocial interaction as a parasocial process is the cognitive, affective, and behavioral responses of fans to idols in the media (Schramm & Hartmann, 2008). Alternatively, the degree to which fans interact psychologically with their idols. The first parasocial process in the affective response is sympathy/antipathy, the deep feelings fans feel towards something done by an idol. Fans can describe their emotions towards idols even in small details. It is the same when his followers reply to his Instagram story and ask, "and now Q, how do you find it?" This statement can be categorized as empathy.

In the Instagram story content created by @dindahmawatis, one of them is sharing moments with her first daughter named Qiandra and tips on how she educates children by speaking well and being very careful in choosing words, making decisions so Qiandra can accept what is said by her mother became an independent person and believed in the decisions she made. Some of the tips he gives are not unfamiliar to educating children, so his followers think that this condition is an easy example. Rika's informant said, "Because it happens that our children are 1.5 years apart, so it's a good way of coloring Day for children, it can be used as teaching material for educating children yourself." So this method can generate interest from followers. When followers can be interested in and interpret content on how to educate children on Instagram stories, it means that Instagram media can share and share media about @dindahmawatis content. According to Puntoadi, social media, as a means to have the opportunity to interact, becomes closer to the audience. Social media provides various ways to establish personal, individual, and two-way communication. Social media makes the audience aware of the habits and activities carried out by idols to generate more profound

interest (Yuni, 2017). It is different from losing a child; @dindahmawatis shows how devastating it is when the child he has is far from him and he does not know where his child is now. His followers also showed this feeling by replying to the Instagram story. This phenomenon can be categorized as interpersonal communication through social media when someone uploads something, and then the other party responds, and there is interaction, then interpersonal communication occurs. (Watie, 2016) The phenomenon of parasocial interaction on the Instagram story page makes the relationship between followers and idols closer, and they know the task attractions or activities carried out by idols so that followers feel inspired; with the incident that their child @dindahmawatis disappeared and @dindahmawatis repeated the incident by telling stories through video and typing that can The lesson learned is that one of her followers feels inspired and learns a lot about life as a mother. As Li Wei Hu and Yevvon Yi Chi Chang said, the task attraction of influencers is an essential factor in the form of reference or inspiration. However, not only that, the suggestions given by influencers are reachable and efficiently carried out by their followers. In research (Sekarsari, 2019), some things shape and are influenced by the presence of parasocial behavior, namely: Sense of companionship, with parasocial relationships and interactions, individuals can feel satisfaction in their needs for social interaction. Pseudo-friendship, with parasocial behavior, can create a false sense of closeness between fans and their idols. Guidelines for behavior, socio-cultural values, and behavior patterns are a reference for fans to imitate their idol's style. In personal identity, a person uses the situation and behavior patterns of his favorite idol in movies and the natural world to be able to interpret and understand his own life.

Celebgram @dindahmawati makes Instagram a place to find identity and motivate audiences who follow or do not follow her Instagram from the way she conveys messages and the way she becomes a hijab influencer model who has good morals so that when she speaks in public, it does not offend or unpleasant to hear by others. This can create solid personal branding from @dindahmawatis so that followers know everything he uploaded. Each influencer has a different style of communication and a different way of presenting content, so the responses generated from followers are different. As an influencer, you have to positively impact your audience with the content presented by @dindahmawatis, which is very helpful in educating children and becoming a modern hijab model by continuing to learn and explore the knowledge gained. @dindahmawatis fills her Instagram stories with children's lives and her life as a celebgram, actress, and influencer.



Figure 4. Direct Message

The results of the Instagram story capture Dinda's interaction with a follower named Jenay when the incident of Dinda's disappearance showed a good response. When a follower feels close to an idol, mistakes can be covered by how much he likes his idol. Dinda applies this to her followers to always do good to people because she thinks that we do good to people out of nowhere when we encounter difficulties; where does help come from if not from the power of God? According to (Steven, 2019), this is the same as identification attraction. A fan feels in common with his idol or desires to emulate or be like the celebrity. At this stage, a fan identifies his idol as a role model and deserves to be followed. This response is included in the cognitive response, which is the basis for other parasocial processes, namely attention allocation (allocating attention to idols). Pay particular attention to idols, such as following daily activities and gathering information about their idols (Wardani, 2021).

An Instagram user named Zea also admits that he feels close to @dindahmawatis because he once met in person at an event organized by @dindahmawatis himself. Zea admitted that during the interview, he said, "Dinda is a kind and generous person, it doesn't matter who we are, but she imparts modeling knowledge evenly. Therefore, when I heard him tell about the incident of Qiandra missing, I was worried and wanted to ask him directly. But because Dinda said that if her child was found, I am very grateful. Because he is a good person, he always responds to my story replies." Zea also admitted that she felt influenced because Dinda's Muslim dress style made her follow and feel confident in what she was wearing, "I am pleased to see Dinda wearing a dress that looks more elegant, especially since I am a mother, so I feel comfortable wearing a dress because I see Dinda.

elegant in a dress." Even though he does not often open Instagram, he always follows the Insta Story updates that Dinda makes. He admits that Instagram is a social platform for him to develop and gain new knowledge. According to Joseph A. Devito (1997:259), effective personal communication starts with five general qualities that need to be considered openness, empathy, positive attitude, supportive attitude, and equality (Aditya, 2020).

The following interview was with Rika's informant, whose full name is Rika Dwi Ramadhani. He was born in Bekasi on 12 February 1996 and is 26 years old. Rika is a housewife, but she is one of the students in the @dindahmawatis modeling class. He lives in Bekasi and already has a 10-month-old daughter. Her Instagram account is @rika\_ramadhani, and according to the interview results, she started following Instagram @dindahmawatis in 2017. Rika said that she liked the content uploaded by Dinda, one of which was an instant story post that Dinda uploaded about tips on teaching Qiandra to do good and share with people. Requiring. As he said during the interview, "I like the way Dinda teaches her children, with an adult attitude according to Qiandra's age, so Qiandra doesn't feel burdened by the choices Dinda gives. I like it, so I can treat it with my child later when he is old enough." Rika said. Rubin and McHugh (1987) examined the relationship between social, task, and physical attraction with parasocial interactions. Their research revealed that social interest and tasks carried out by the program could inspire and have a significant effect on parasocial interactions (Zhen, 2020).

The existing platforms on social media influence the various realities conveyed in them with their various features. Social media makes it easy for individuals to modify or engineer any information that will be conveyed. With the role of social media, the influence is even more significant because millennials have started to understand and are not left behind by social media information, so they can sort out which celebrities to set as examples and be careful with words when wanting to have a relationship with an idol (Astagini, 2020).

#### **4. CONCLUSION**

The study results show a correlation between Dinda's use of Instagram Stories to provide information and the sympathetic reactions from her followers. To convey a sense of both nearness and distance to @dindahmawatis and his followers. This is based on a variety of variables, such as interest in content posted by celebgram on the Instagram page that romantically attracts viewers by

showcasing her beautiful face, task attraction through participation in positive, creative activities, and identification attraction with Dinda as a role model through what she wears and accomplishes for her followers. As task attraction, love attraction, and identity attraction are met, parasocial interactions begin.

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