Instagramability of Javanese Quotes: Analysis of Supporting Elements of Instagram Posts

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Abstract: As a media, Instagram has been mainly used to share moments with others, by posting their photos or activities. However, a new tendency occurs that were Instagram is also used as a media to share something brand new like quotes, which are delivered by arranging the words. This is also the case with Javanese quotes, which are also popular to share through Instagram. With this phenomenon, it is fair to say that Instagram could be regarded as a tool for linguistic and cultural conservation or revitalization in the social media era. Quotes are shared through Instagram not as a standalone element, as they are accompanied by the other elements such as captions, translations, meaning representations, hashtags, and illustrations that are included to seek responses from followers. This research aims to explain the effects of the supporting elements that accompany Javanese quotes in certain Instagram posts. This objective is achieved by calculating the number of likes for the posts for further analysis using a simple linear regression. From the analysis, some factors that make the Javanese quotes get very significant "Likes" response and become popular in Instagram are revealed.

Keywords: Instagram, Javanese Quotes, Supporting Elements, regression

1. Introduction

Talking about the dynamics of culture, one shouldunderstandand realize the situation and condition of this era, as culture does not stop or freezeinpeople'slife."Culture is no longer a matter of monolithic immobility congealed in works, documents or monuments, but liquefies into our everyday practices with objects, symbols, instruments, and machines". Nowadays, the Internet enables people to do many new activities that cannot be done before the Internet era. This makes it interesting and necessary to observe new media through which people interact to each other in their attempt to make their new role in life. The phenomenon of social media, for example, has interestingly become a new 'life' in this Internet era.

Nowadays, using social media like Facebook, Twitter, Instagram, etc.is a common activity. This phenomenon is also popular in Indonesia. Asurvey held by *AsosiasiPenyelenggara Jasa Internet Indonesia*in 2016 (https://apjii.or.id/survei2016)showed that accessing social media comprises the highest number of internet activities. Facebook is reported as the most accessed social media, followed byInstagram in the second rank. As a social media platform, Instagram is one of the latest arrived; it was launched in 2010, buthastakenover the world just in three years as the report from Telegraph Media Group on 6 October 2013.

Moreover, Instagram has been consistently growing with an additional of +100 active users for the last half of a year as the report from SmartMetrics.co on 31 December 2016. From these facts, it is known that Instagram has became a rising star among the social media plat forms besides Facebook that came earlier. The main purpose of Instagram is to enable its user to share their moments with others by posting photos, videos, and activities. However, a new phenomenon occurs that Instagram has become a new media for people to share something brand new like quotes by arranging the words. This is also the case with Javanese quotes that previously were frequently found in old manuscripts, textbooks, or proverbs found in Javanese figures. Therefore, Instagram could be regarded as a media to share cultural products including Javanese Quotes. One of the Instagram accounts that

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are especially posting the Javanese quotes is @filosofi_jawa. Not only displaying existing Javanese quotes, this account also produces and creates new quotes. Compared to similar accounts, this account is recorded as having the most Instagram followers, which reaches about one hundred thousand followers. So, it could be regarded as the Instagram account that brings the models of Javanese quotes in Instagram nowadays. Additionally, this account can also be viewed as areflection of the condition of Javanese quotes in Instagram.

Javanese quotes in Instagram are not a standalone element. They are supported by other elements such us captions, translations, meaning representations, hashtags, and illustrations.Generally, those supporting elements serve to make sure and to give additional information to the main content of the Instagram posts. Furthermore, the availability of supporting elements in Instagramposts will likely increase the Likes from the followers. ALike on Instagram has similar functions as that on Facebook. This button has various social meaning and pragmatic functions, according to, "The following are some of the pragmatic functions of Facebook 'Like' that we have observed:

- To express a positive stance (i.e. literally like something) but not wanting to leave a written comment;
- To express interest in the post or its content;
- To show support to a content poster;
- To agree or align with the stance of a status poster;
- To answer 'yes' to a question raised in the post;
- To indicate that the post has been read".

This research aimed to explain the effects of the supporting elements of Instagram's post with Javanese quotes by calculating the number of Likes for the posts. Hopefully, the result is useful to consider as a strategy todraw more responses and attentions of Instagram users in attempt to preserve Javanese Culture.

2. Methods

This research used a mathematical analytic model called Simple Linear Regression. In the form of equation, this model is formulated as follows:

$$Y=a+bX+e.$$

Using two variables, namely independent variable and dependent variable, the above model was used to find out about the effect of independent variable on dependent variable. It is important to first determine each variable in this research. The supporting elements of a post, then, is specified as the independent variable that affect the number of Likes as the dependent variable. In addition, a dataset is needed in order to determine the value of the variable for calculation using the simple linear regression. Simple linear regression can be analysed by using a tool called SPSS according to. More about SPSS processed in regression will be shown in the "2.2 Modelling Tool and Regression Processing"

2.1 Constructing Dataset

Thedataset was collected from the posts by @filosofi_jawain an uploading period of sixth month from August 2016 to January 2017 that wereusedas samples. The dataset consistsof128 posts with Javanese quotes. After the number of Likes in each post had been collected, the next step was identifying and counting the supporting elements, i.e. captions, translations, meaning representations, hashtags, and illustrations. This dataset was then used in the simple linear regression. The result was then listed in the following table.

Table 1. Table dataset construction

No.	Number of Likes	Number of Supporting Elements
Posts number	*As displayed in each post*	*As identified and counted*

2.2 Modelling Tool and Regression

Thissimple linear regressionwas processed in IBM SPSS Statistics V.22. This tool was used to make the process easier and simpler. First, the data were entered into SPSS. Then, the data were analysedusingthe Regression>>Linear command. An interpretation is needed on the output from the SPSS calculation. This reading was performed based on the direction as specified in.

3. Result and Discussion

Some output tables were generated after the dataset had been processed in SPSS. To demonstrate the analysis, a table was selected, namely ANOVA table. ANOVA table was selected based on the consideration that its how's the significant value that is needed in this research. The significant value of ANOVA table can be found under the "Sig." column as shown below:

Table 2. ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	905303,880	1	905303,880	5,284	,023[b]
	Residual	21587970,839	126	171333,102		
	Total	22493274,719	127			

a. Dependent Variable: Likes

b. Predictors: (Constant), Supporting Element

As seen from the ANOVA table above, the regression model has astatistically significant value of 0.023, which is still below 0.05 as a limit line that reflects whether or not a regression model is statistically significant before we conclude about the result shows that the supporting elements have an effect on the number of Likes, we have to check another result from the SPSS processed after we already know the significant value from the ANOVA Table. First, we should check if Standard Error of Estimate < Standard Deviation it means the predictor is valid. The following table shows the value of Standard Error of Estimate and Standard Deviation.

Table 3. Descriptive Statistics

	Mean	Std. Deviation	N
Likes	1611,30	420,847	128
Supporting Element	2,70	,942	128

Table 4. Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,201[a]	,040	,033	413,924	1,546

a. Predictors: (Constant), Unstandardized Predicted Value

b. Dependent Variable: Likes

From the table above, we know that the value of Standard Error of Estimate is 414,924 which is less than Standard Deviation which has value 420,846. So, for this condition the regression is valid or qualified. After that, validation process still needs, it is the autocorrelation test. The regression is valid if there is no autocorrelation as evidence with the Durbin-Watson value that indicated - 2 ≤ DW ≤ 2. From the Summary table, the value of Durbin-Watson is 1,546 which means no autocorrelation occurs. And then the last but not least, there is a qualification that the regression result must be fulfilled. The qualification is residual must be normally distributed. This result is tested with non-parametric test Kolmogorov-Smirnov Test. The following table is the result of Kolmogorov-Smirnov Test. The following table shows the result of the test. The residual will be said to be normal if the significant value is bigger than 0.05.

Table 5. One-Sample Kolmogorov-Smirnov Test

		Y	residu
N		128	128
Normal Parameters[a,b]	Mean	3,1928	,0000
	Std. Deviation	,11279	,11097
Most Extreme Differences	Absolute	,039	,045
	Positive	,039	,045
	Negative	-,035	-,028
Test Statistic		,039	,045
Asymp. Sig. (2-tailed)		,200[c,d]	,200[c,d]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

And the result shows that the significant value is 0.2 which means bigger than 0.05. From the result and validation test, it can be said that the supporting elements have an effect on the number of Likes.

4. Conclusions

The objective of this research, i.e.to find out the effect of Instagram posts' supporting elements on the number of Likes, has been achieved from the result of the calculation. From the result and discussion, it is concluded that the supporting elements contribute in the increase in the number of Likes. The more complete the supporting elements of a post are, the more Likes it will gain. This result reveals the factors that makes Javanese quotes popular in Instagram. In order to get more Likes on a Javanese quote to be posted on Instagram, supporting elements are needed as additional and complementary information to the post. Not only to gain the Likes, providing supporting elements in Javanese quote also help the followers know more about the Javanese quote posted, which will draw the interest and attention from the followers to read and understand the content and meaning of the Javanese quote. Finally, the increased popularity of Javanese quotes in Instagram also contributes to the popularity of Javanese, which in turn will ensure its sustainability**.**

5. References

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