

## FOLLOWERS' PERCEPTIONS OF SPORTS CONTENT ON @ANDREADIANBIMO'S INSTAGRAM ACCOUNT

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### *Abstract*

*This study aims to find out how followers of the @andreadianbimo Instagram account perceive the sports content they upload. The research method used is descriptive qualitative method which aims to explain certain events clearly and in detail. Data collection technique used is interview. There are 5 informants who are followers of the Instagram account @andreadianbimo. The results of this study found 3 main categories which became the subject of the answers from the five informants interviewed. First, the Instagram account @andreadianbimo motivates its followers to start exercising and living a healthy life. Second, @andreadianbimo's informative sports content so that his Instagram followers can get information about sports through his account. Third, sports content on the Instagram account @andreadianbimo is interesting so that informants keep following the @andreadianbimo account. The findings suggest that @andreadianbimo's Instagram account plays a pivotal role in motivating followers to adopt healthier lifestyles, providing valuable sports-related information, and maintaining follower engagement. These insights underscore the importance of influential social media figures in promoting health awareness and fostering community engagement among their followers.*

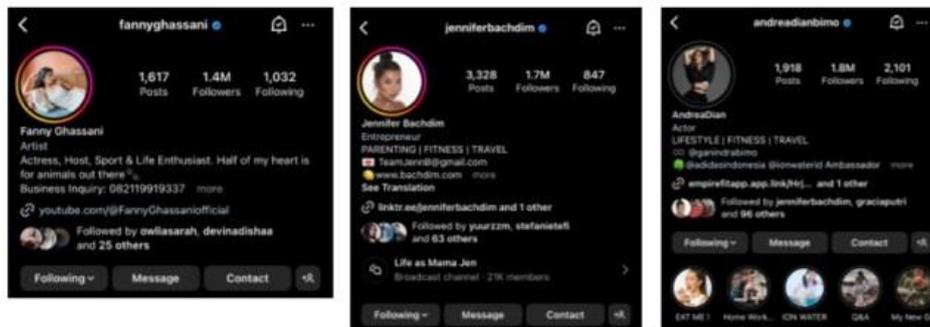
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### 1. INTRODUCTION

The development of science and technology has brought many changes to people's lives. Many technological products are created to facilitate society from all aspects. The Information Communication and Technology (ICT) field is clear evidence of the rapid development of technological progress now. Indonesia is one of the countries that shows the progress of information media and technology (Taopan et al., 2019). The development of technology today makes many new media appear in the midst of society. One example of new media is the internet. At the beginning of its presence, the public quickly accepted it because it was proven that the use of internet media in Indonesia was the largest in the world. So that quickly the internet became a favorite media in the community because of the ease of information provided. In addition, there are several benefits such as saving time space when using the internet (Soraya, 2017).

With the rapid development of the internet, several social media platforms emerged that helped become a place to meet the information needs of the audience, including Instagram, YouTube and Facebook (Maulana Ibrahim & Edi Irawan, 2021). Instagram is an application for uploading photos and videos instantly. In addition, Instagram is also a means of information media because of its easy use (Septyami & Zuhri, 2022). There is an important role in Instagram social media, namely content creators. They can be people or institutions that create content in the form of photos or videos that are the result of their own ideas (Rizky & Putri, 2023). Since Instagram has a great influence on its users, a term has emerged for users who have a great impact in certain categories that can be called influencers or Instagram Celebrities (Ramadhani & Hadi, 2023).

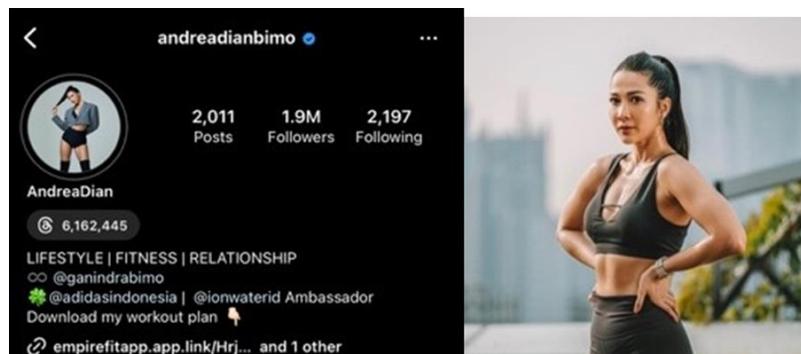
There are several influencers for sports content on Instagram, such as Andrea Dian, Jennifer Bachdim and Fanny Ghassani. They like to share content on their personal Instagram that relates to sports content such as when they are exercising or showing a healthy lifestyle.



**Figure 1. Sports Content Influencer Profile**

Source: Instagram.com - 2023

But of the 3 influencers above, this research is aimed at sports content on @andreadianbimo's Instagram account because it can be seen from the picture above, the followers of @andreadianbimo's Instagram account are superior to the other 2 influencers.

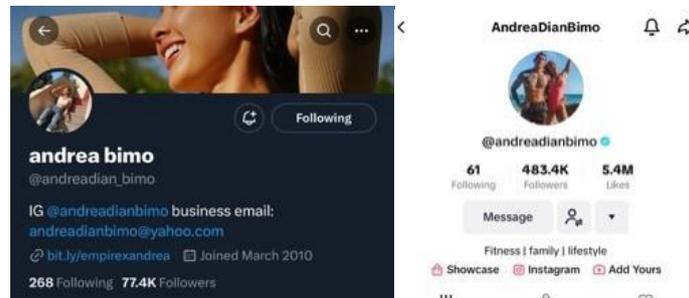


**Figure 2. Number of Followers @andreadianbimo & Photo of Andrea Dian**

Source: [Instagram.com/@andreadianbimo](https://www.instagram.com/@andreadianbimo) – 2023

The Instagram account that Andrea Dian uses is a personal account that she runs herself. Andrea Dian started her career in the entertainment world through her appearances in various FTVs and now she focuses on digital content through her Instagram social media account. Andrea started creating sports content on her Instagram in 2015 with the initial goal of just seeing progress for herself, but it turned out that with the sports content she uploaded on her Instagram, many people followed her sports menu. Andrea is also motivated to consistently create sports content. With that, Andrea Dian has been trusted to be the Brand Ambassador of several brands such as Adidas and Ion Water. In addition, Andrea Dian is also one of the coaches at Empire Fit Club. Sports content uploaded on the @andreadianbimo Instagram account is watched by more than 100 thousand viewers in each video.

The sports content that Andrea Dian has uploaded on her Instagram account has more than 500 posts from the total number of posts that can be seen in Figure 2. Andrea Dian herself has other social media accounts such as Tiktok and Twitter, but according to the data below, Andrea Dian's social media account followers are the most on Instagram.



**Figure 3. Andrea Dian's social media profile besides Instagram**

Source: tiktok.com dan twitter.com – 2023

This research was made because it considers that the sports content uploaded on @andreadianbimo's Instagram account forms different perceptions of its followers, because in the theory of perception it will determine the next attitude that someone will do. From the background of the problems above, it can be concluded that the problem formulation in this study is how the perception of Andrea Dian's Instagram followers of the sports content uploaded on the @andreadianbimo account?

This study focuses on understanding how followers perceive the sports content posted on Andrea Dian's Instagram account, @andreadianbimo. It aims to contribute academically by offering new insights relevant to Communication Science in the digital age, potentially enriching campus journal resources. Practically, the research findings are anticipated to benefit content creators, influencers, and creative agencies by providing valuable perspectives that can inform and improve content strategies and audience engagement tactics.

## 2. LITERATURE REVIEW

### 2.1. Previous Research

For this research, the results of previous studies are used for research reference. The following research is a reference for researchers, some of which are written by Kania Aulia Ramandhanty "Public Perception of Covid-19 Information presented through the @Dr.Tirta Instagram account" which uses qualitative research methods. The formulation of this study's problem is that researchers found three main categories based on the results of qualitative coding. First, Instagram as a source of information that can find out any news by accessing the social media. Second, followers of the @drtirta account are from various circles, because the language style used is acceptable. Third, the disseminator of information is easy to understand, starting from information related to PSBB and understanding COVID-19 is very easy to understand. There are also other research results in 2021 by Diandra Forceila, Dinda Rachma Putri and Lystia Ivana with the title "Perception of Jingle Shopee Baby Shark Version (Descriptive Study of Instagram Followers @Shopee\_id)" which uses qualitative case study research with the formulation

of the problem of how people perceive jingles in the baby shark version of Shopee advertisements.

The result of this study is that people remember the Baby Shark song more than the Shopee version of the Baby Shark song and the formation of public perceptions because the song was already famous before it was made into a jingle by Shopee and the advertisement was aired in various media. Finally, there is also research from Said Ahmad, Finnah Fourqoniah, and Kadek Dristiana Dwivayanti in 2020 with the title "Followers' Perceptions of Relationship Goals in Alfy Saga's Celebgram Videos" which uses descriptive qualitative research methods with the formulation of the problem of how followers perceive relationship goals in Alfy Saga's celebgram videos. The result of this study is that followers' perceptions of relationship goals in Alfy Saga's celebrity videos are a romantic, understanding, loyal, honest, and responsible relationship, and are in accordance with followers' understanding of what relationship goals are.

## **2.2. Social Media**

Social media is a platform on the internet that can be used by users to reflect themselves, get information, interact, cooperate with other users virtually. There are various social media used in Indonesia including Instagram, Youtube, Tiktok, and others (Indriyanti, 2021). There are 6 major categories of social media written in the book (Nasrullah, 2017):

- a. Social Networking. It is the means used to interact in person or generated in the virtual world. Many new networks of friends are created according to common interests in terms of work or just hobbies.
- b. Media Sharing. Social media users use it as a means to share and store media in the form of videos, photos, or documents.
- c. Blog. It is a social media that users can use to upload their daily activities, share information, and even interact with others by leaving comments, sharing links and more.
- d. Microblogging. Similar to blogs, microblogging is limited to only a few words per post. The social media that represents it is twitter, where users can only upload a maximum of 140 characters in one post.
- e. Wiki. A wiki is a website that is a collaboration of users. Each web user can edit or change previously published content.
- f. Social Bookmarking, These social bookmarks are social media that can help users to store, manage or search for information online. One of the famous sites is Delicious.com and in Indonesia itself we have LintasMe.

## **2.3. Perception**

According to Indriyanti (2021) Perception comes from Latin *perseptio* which means the act of recognizing, interpreting and compiling information to provide a picture of the environment. In addition, perception can also be interpreted as the process of receiving, distinguishing, and giving meaning to a stimulus so that it can produce conclusions and interpretations on the object being observed (Effendi, 2018). There are 2 factors that can affect perception according to Gibson in Rahmatullah (2014):

Internal factors contained within the individual which include:

- a. Physiological. Information that enters from the sensory organs, then the information obtained will affect each person so that the interpretation of the environment is also different.
- b. Attention. Each person's energy is different so that a person's attention to an object will be different and this affects the perception of an object.
- c. Interest. Perception of an object will vary depending on how much interest is mobilized to perceive.
- d. Unidirectional needs. This factor is seen from how strongly individuals look for objects or messages that can provide answers according to themselves.
- e. Experience and memory. Experience can be interpreted as the extent to which a person can remember past events to find out an stimulus in a broad sense.
- f. Mood. A person's emotional state can affect his behavior. Mood is shown as a person's feelings that can affect the way a person receives, remembers and reacts.

External factors that influence perception are characteristics of the environment and the objects in it. There are elements that can change a person's perspective on the surrounding world and affect the way people perceive or accept it. External factors that affect perception are:

- a. Size and placement of the object or stimulus. The greater the relationship of the object, the easier it will be understood.
- b. The color of the object. Objects that affect more light will be easier to understand.
- c. Uniqueness and contrast of the stimulus. External stimuli whose appearance is beyond the expectations of other individu will attract more attention.
- d. Intensity and strength of the stimulus. The strength of the stimulus is the power of an object that affects perception.
- e. Motion or Movement. Individuals will pay more attention to objects that provide movement within the range of view than those that are silent.

#### **2.4. Instagram**

Instagram is an application used to upload photos and videos. Through Instagram, users can convey messages to communicate between fellow users by sharing photo or video uploads or other features such as dm (direct message), comment, love, and others (Muhlas et al., 2023). According to Kompas, 2022 in Nerita & Noorizki (2022) based on data from the Ministry of Communication and Information shows that as many as 1332.7 million Indonesians have social media and reported by NapoleonCat in April 2022 shows that Instagram users in Indonesia reached 59.9 million users.

#### **2.5. Followers on Instagram**

Followers are a person or user who follows a particular account so that it allows followers to receive notifications related to the account they follow such as posting photos or videos on the feeds page and can interact via the comments column or direct message Afifa & Kusnarto (2022) According to Syahreza & Tanjung (2018), Followers are an important element in Instagram because pressing the likes button can affect the popularity of uploaded content. If based on the quality of interaction on the timeline, there are several categories of followers according to Ivan Diva in Ahmad et al (2020) as follows:

- a. Fake, which is a type of account created only to increase the number of followers. There will be no response to this type of followers, sometimes even used for spam.
- b. Bot, which is an account that is generally set automatically in doing activities on Instagram such as auto post, auto mention, auto follow, and others.
- c. c. Inactive, that is, at one time, this account was very active, but over time then disappeared. Usually they only follow the spirit for a moment, or can also have difficulty maintaining consistency. Accounts that enter this type generally do not see activity for more than 30 days.
- d. Quite, the main indication of this account is that it rarely comments. Although it rarely makes posts, this account often logs in and reads the posts of the accounts they follow, so this account is often called the reader type.
- e. Talkactive, which is in addition to reading the timeline of accounts they follow, this type of account also reposts other account posts that they like. Another indication is that they are also quite active in making original posts of at least 5 posts per day.
- f. Active, which is the ideal type of account or ideal followers. Because in addition to actively commenting, they also establish interactions through reposts, mentions, and replies. So that there will be two-way communication with this type of account

### **3. RESEARCH METHODS**

The method used in this study is a qualitative method. And the type of Qualitative Method used is Descriptive Qualitative. The purpose of descriptive research is to obtain an accurate description of a group in verbal or numerical form. According to Moleong (2021) qualitative research utilizes open interviews to understand the attitudes, feelings, and behavior of an individual or group of people. The data analysis carried out in this research comes from informant interviews, references to scientific articles, news and websites.

This research interview will be conducted with informants who are followers of the @andreadianbimo Instagram account. This research uses semi-structured interviews where in this study it can be more free to interview 5 informants from the followers of @andreadianbimo's Instagram account which totals 1.9 million followers. The object of this research is 1 key informant named Anggun who is one of Andrea Dian's Instagram account followers since 2019 and has participated in several sports programs that Andrea Dian has created and uploaded on her Instagram account. In addition, there are also 4 other people who are active followers of Andrea Dian's Instagram account.

The data collection technique in this study is an interview with the informants to be studied. Interviews were conducted with 5 informants who are followers of the @andreadianbimo Instagram account named Anggun as a key informant who has followed Andrea Dian's Instagram account from 2019. Furthermore, there are Gadis, Vicky, Fadhel, and Debora who are active followers of Andrea Dian's Instagram account. The data processing technique used in this research is interactive model data analysis. because the data collected is in the form of words which will later be described and analyzed and described in the form of an explanation. According to Setianing et al (2019) Milles and Huberman's Interactive model process consists of data collection, data reduction, data presentation, verification and conclusion drawing.

## **4. RESULTS AND DISCUSSION**

### **4.1. Interview Results**

This interview was conducted with 5 interviewees who are followers of the @andreadianbimo Instagram account consisting of Interviewee 1 key informant, Anggun (AN), aged 30 years said that the sports content on the @andreadianbimo account is interesting and can be a reference for her to participate in sports as well and post her sports activities on her personal social account. Interviewee 2, Gadis (G), 32 years old stated that the sports content on @andreadianbimo's account is interesting and motivates to live healthier but sometimes the repetition of movements and the weights used are a bit difficult to follow. Interviewee 3 Vicky (VD), 26 years old, stated that the sports content on @andreadianbimo's account is very informative with an easy-to-understand way of delivery.

Interviewee 4 Fadhel (FA) aged 27 stated that the sports content on @andreadianbimo's account influenced him to start living a healthy life and became his support system when exercising. Interviewee 5 Debora (DA) aged 29 stated that the sports content on the @andreadianbimo account motivates her even though she has not done sports but the videos have been saved for later viewing if she wants to exercise. From the results of this interview, it is known that the sports content on @andreadianbimo's Instagram account is well managed so that it attracts the attention of adults, especially Instagram followers @andreadianbimo who are dominantly aged 25-34 years. The majority of sources are dominated by women compared to men.

### **4.2. Discussion**

This research is about followers' perceptions of sports content on the @andreadianbimo Instagram account which is carried out in depth and studies the circumstances and interactions that occur. The large number of Instagram application users allows users to interact with each other by leaving comments or pressing the like button on posts they see on their Instagram account (Septyami & Zuhri, 2022). From the data collection taken simultaneously, it was found that the sports content on @andreadianbimo's Instagram account was classified as interesting and informative so that it became the attention of adults who became his followers. In addition, his sports content also inspires other content creators to follow Andrea Dian in creating similar content. posting sports content that is packaged in an interesting and informative manner.

This analysis technique includes the results of in-depth interviews so that researchers can draw conclusions. The results of interviews and observations to 5 informants of Instagram account followers @andreadianbimo. The interview was conducted for approximately 5-10 minutes by means of direct interviews and via telephone. Based on this research, there are 3 selective coding, namely motivating, informative, and interesting.



**Figure 4. A documentation with Anggun followers of Instagram account @andreadianbimo 2023**

#### **4.2.1. @andreadianbimo's Sports Content Motivates**

Content as information disseminated through Instagram social media. Informants who are followers of the @andreadianbimo Instagram account say that they feel that every sports content uploaded is motivating and it is known from Informant (AN) who said: "the content can really help motivate." (Informant AN: August 9, 2023). In addition, Informant (G) stated: "If it motivates you to start a healthy life, yes. It's because it's like we realize that as we get older, we are actually lazy, because of seeing him who is still productive, it really motivates of course." (Informant G: August 9, 2023), then informant (VD) said: "Yes, it is motivating.

I saw some of your tips to tell me how to workout at home that is simple." (Informant VD: August 9, 2023). Informant (FA) said: "It's really motivating. It's quite helpful, what's the name of exercise, we need a support system and also need consistency." (Informant FA: August 9, 2023). Meanwhile, Informant (DA): "Yes, it is motivating. Even though I haven't done the sport but I have saved a lot of sports activities." (Informant DA: August 9, 2023).

#### **4.2.2. Informant**

In this digital era, many people are looking for informative content from social media. So that the Instagram account @andreadianbimo can be one of the informative accounts because according to the informant (AN): "the sports content is informative and can be a reference for me to exercise". In informant (G) "the content is interesting and informative because sometimes it's not just a sports movement but also like what kind of healthy food, what kind of correct diet". Informant (VD) said "ka andrea's account is okay, it's cool and informative".

In addition, Informant (FA) stated "the sports content is enough to influence people. Because the sports content presented is diverse". In Informant (DA) "The content is easy to absorb and do".

#### **4.2.3. Interesting**

In this study, the information disseminator is the Instagram account @andreadianbimo as one of the sports content influencers who shares information about sports not only sports movements but also healthy lifestyle. The researcher asked the informants what made them keep following the @andreadianbimo account, Informant (AN) said "because it is inspirational and interesting to see what else if you are with your

partner like really sweet so it can be used as an example." In Informant (G) "Interesting for motivation to live healthier." In addition, informant (VD) said "Because so far it is still relate. Like her ootd is cool and interesting, it can be a reference for friends who like sports too." Furthermore, Informant (FA) said "because it is one of the accounts that is very consistent and interesting anyway." And according to Informant (DA) "Because the content is inspiring, motivating and interesting. The bonus can have a good body like Andrea." The type of content, the way information is delivered is very influential on Instagram social media users.

## **5. CONCLUSION**

The results of this study found 3 main categories that became the main answers from the five informants interviewed. First, @andreadiabimo's Instagram account motivates its followers to start exercising and live a healthy life. Second, @andreadianbimo's sports content is informative so that his Instagram followers can get information about sports through his account. Third, the sports content on @andreadianbimo's Instagram account is interesting so that it makes informants keep following @andreadianbimo's account. Further research is recommended to deepen the respondents' sense of satisfaction with the content presented by an information disseminator using certain media.

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