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THE EFFECT OF USING INSTAGRAM'S SOCIAL MEDIA FEATURES ON INCREASING BUSINESS ORGANIZATIONS

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Abstract: *Social media was created from two operating words - social and media. Social, in this context, means interaction between individuals who share the same interests, groups, or even communities. Media as the name suggests, is a medium, channel, or platform that enables the creation and exchange of user-generated content. Social media is less than two decades in existence but has become widely accepted. Building relationships and interactions is the main reason for the adoption of social media networks by individuals, however, organizations capitalize on the ubiquitous use of these sites and view them as platforms that directly interact with existing and new customers for their goods and services. One of the image-based social media that can act in the business process is Instagram. Instagram features that will be tested include hashtags in captions, live Instagram, drop questions and vote. One of the features, namely voting on snapgrams on Instagram, is a phase pattern. The use of this feature will provide a decision for business organizations in making decisions from various options available to improve organizational performance*

PENDAHULUAN

Along with digital technology, social media is a platform for sharing information that is liked by everyone today (Kurnia, 2018). Apart from personal use, given the large amount of content stored, and the rapid dissemination of information, on social media, businesses have started exploiting social media for competitive advantage (Holsapple, 2017). As the name suggests, social media networks are meant to be sites where individuals can socialize, meet old and new friends and interact with one another. Just as the internet was applied to business organizations from the military, so also the commercial value of social media networks became clear and got the attention of business managers and became the best friend of marketers in almost all organizations with an internet presence (Bacon J, 2011).

Building relationships and interactions is the main reason for the adoption of social media networks by individuals, however, organizations capitalize on the ubiquitous use of these sites and view them as platforms that directly interact with existing and new customers for their goods and services. This is a clear paradigm shift from the traditional method of interacting with customers as more than one customer can be contacted easily and cheaply

too at the click of a button. Personal interaction with customers instills a subtle feeling of loyalty and questions are answered easily (Assad W, 2011).

One of the image-based social media that can act in the business process is Instagram (Pittman, 2016). Instagram features that will be tested include hashtags in captions, live Instagram, drop questions and vote. One of the features, namely voting on snapgrams on Instagram, is one of the phase patterns in process modeling adopting social technology from the main principle, namely building a providing environment where participants can add value through interaction (Paul 2018). In addition, we can also analyze social media content using several methods so that we can get new information to support decision making that can benefit individuals and companies. The use of this feature will provide a decision for business organizations in making decisions from various options available to improve organizational performance

RESEARCH METHOD

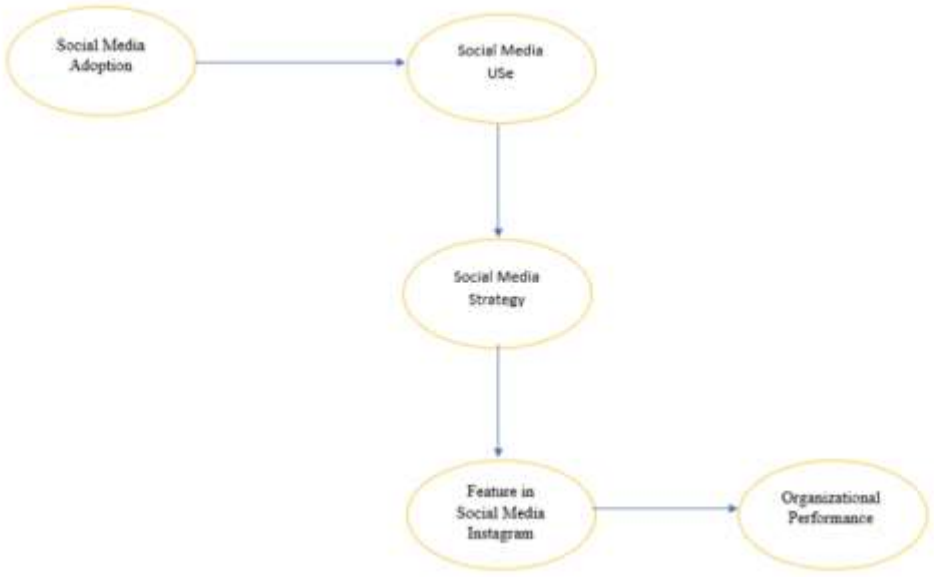


Figure 1 Conceptual Models

Reference Description of Research Concept Framework
1. Social Media Adoption→Social Media Use
(Markus et al., 2002; Cook, 2008)
2. Social Media Use→Social Strategy
(Cone, 2008; DEI 2008, Argentina 2011)
3. Social Strategy→Instagram Use
(Bakos and Katsamakas 2008; Wilson 2013)
4. Instagram Feature → Organizational Performance
(Thackeray et al., 2008; Laroche et.al 2012;Berthon et al., 2012)

Research Hypothesis

Research Hypothesis is a temporary answer to the research problem formulation. It is said temporarily because the answers given through new hypotheses are based on theory, and have not used facts. The hypothesis suggests the researcher's expectations regarding the relationships between the variables in the problem.

Hypothesis Construct 1

In previous studies found that the relationship between the characteristics of the system information and social network software adoption, based on emerging knowledge process design theory (Markus et al., 2002) so that social media adoption can be correlated with social media use. So that with the very adoption of social media and the use of social media can be seen from the perspective of business strategy, online social networks have become an important strategic component in gaining competitive advantage (Cook, 2008). Based on this review, a hypothesis can be proposed:

Hypothesis 1 (H1): Social media adoption has an effect on social media use.

Hypothesis Construct 2

Today, 93% of social media is so widely used that social media users believe that companies should have a social media presence (Cone, 2008). Furthermore, according to Coremetrics (2010), social media is the fastest growing marketing channel in the world. BIA/Kelsey predicts US social media advertising will reach $11 billion in 2017. Social media is increasingly recognized as an important and efficient marketing channel to connect with existing and potential consumers. As stated by Argenti (2011, p.61), "embracing social media is a strategic business choice, but a necessity, and a great opportunity. Therefore, this study proposes the use of social media that influences the strategy on social media.

Hypothesis 2 (H2): The use of social media influences the strategy on social media

Hypothesis Construct 3

Research, Bakos and Katsamakas (2008) shows that how monopolists can strategically manipulate the power of network effects at the utility level through social media. In this dimension, research focuses on deriving the optimal level of social media functions that increase the value of social interaction for each user. Such functionality includes features and environments that facilitate communication between users (e.g. chat capabilities, virtual reality environments where avatars can interact, screen sharing), content collaboration and co-creation (e.g. wikis, content editing and tagging), peer support. or referrals (for example, in professional networks
such as LinkedIn), reputation building, etc.

So this study proposes the use of social media that has an effect on the features in Instagram social media.

Hypothesis 3 (H3): Social media strategy has an effect on Instagram's social media features

Hypothesis Construct 4

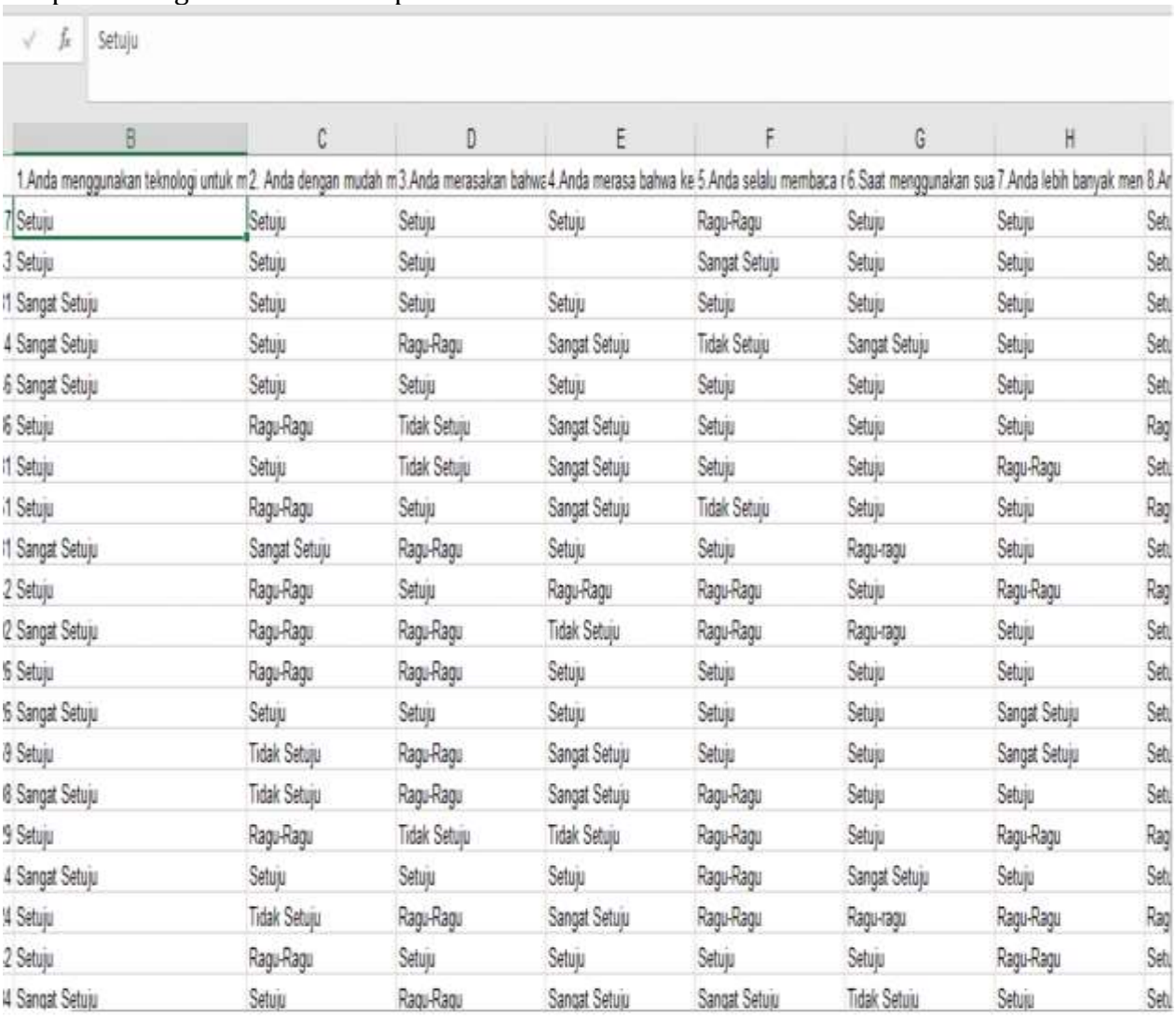
Social media is characterized by user-generated content, which was found to be more effective than traditional marketing communications in influencing the attitudes and behavior of other users (Thackeray et al., 2008). Social media is an Internet-based application product built on the foundation of Web 2.0 technology. Web 2.0 is a platform in which software and content are produced and developed by different participants continuously and collaboratively (Laroche et al., 2012).

According to Berthon et al. (2012), Web 2.0 technology has three effects - a shift in the locus of activity from the desktop to the Web, a shift in the locus of value production from firms to consumers and a shift in the locus of power away from firms to consumer. Therefore, this study proposes the effect of social media features on organizational performance.

Hypothesis 4 (H4): The use of Instagram social media features has an effect on organizational performance.

RESULTS AND DISCUSSIONS

In the early stages the author processes the data obtained from Google Form and processes it in Ms Excel. In the following figure is the raw data obtained from the results of the questionnaire given by the respondents. Then the author processes the existing data so that it can be processed using Gesca. The data obtained is based on the assessment points, the processing is shown in the picture.



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9	Setuju	Tidak Setuju	Ragu-Ragu	Sangat Setuju	Setuju	Setuju	Sangat Setuju	Setu
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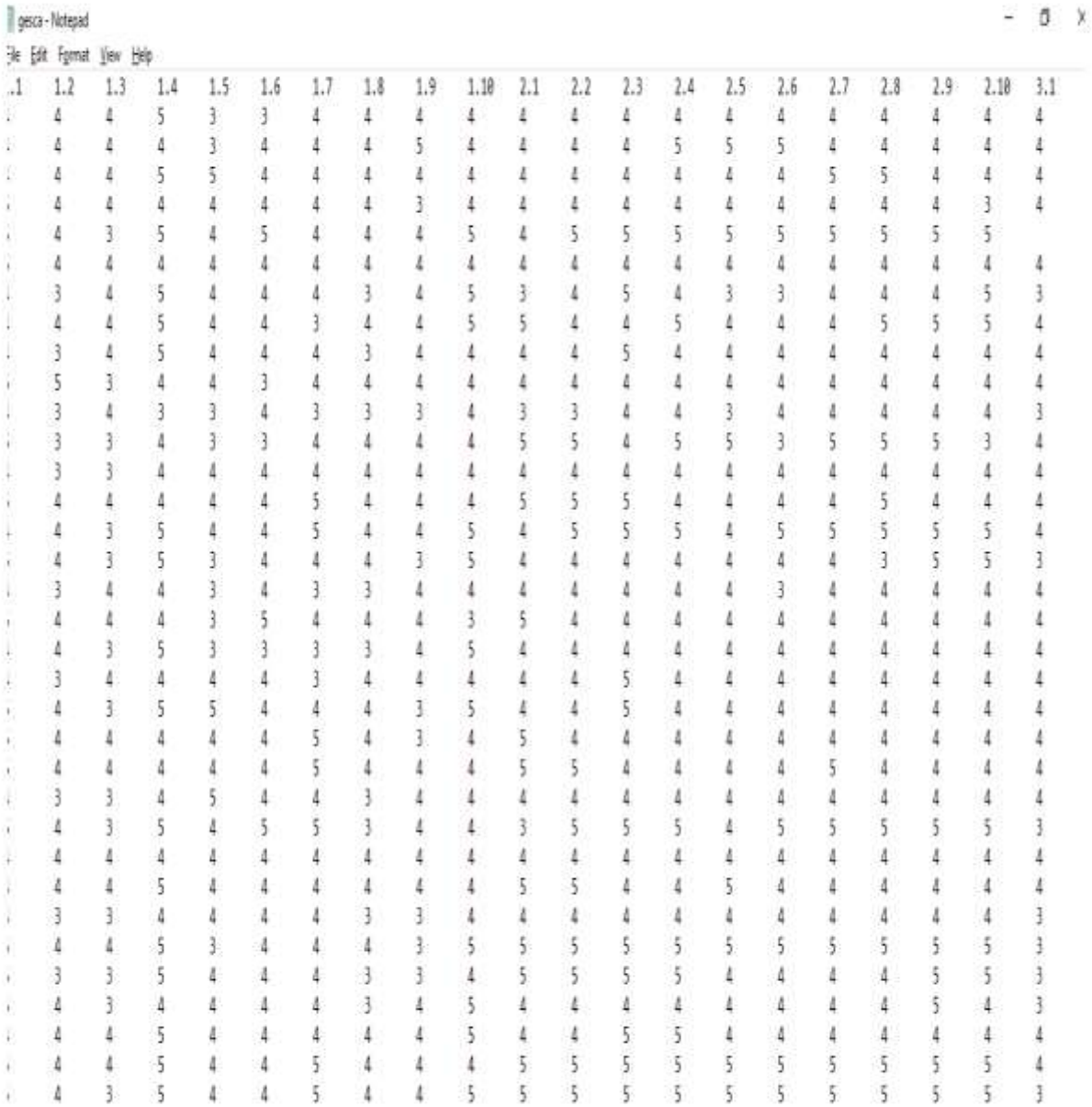
4	Sangat Setuju	Setuju	Setuju	Setuju	Ragu-Ragu	Sangat Setuju	Setuju	Setu
4	Setuju	Tidak Setuju	Ragu-Ragu	Sangat Setuju	Ragu-Ragu	Ragu-ragu	Ragu-Ragu	Ragu
2	Setuju	Ragu-Ragu	Setuju	Setuju	Setuju	Setuju	Ragu-Ragu	Setu
4	Sangat Setuju	Setuju	Ragu-Ragu	Sangat Setuju	Sangat Setuju	Tidak Setuju	Setuju	Setu

Figure 2 Respondent Data

This picture shows data processing from Gesca to Ms Excel, the author writes down the weight of the answers given by the respondents. Then replace the questions on the questionnaire by using numbers. The items listed are numbered according to the accompanying variable. Next, the existing data in Ms Excel is prepared to be run on Gesca by making it into a text document format, this process is supported by pictures.


gesca - Notepad

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	4	4	5	4	4	5	4	4	4	5	5	5	5	5	5	5	5	5	5	4
	4	3	5	4	4	5	4	4	5	5	5	5	5	5	5	5	5	5	5	3

Figure 3 Data on Notepad

Next is to open the gesca web using Internet explorer. Then describe the variables as in the conceptual model shown in the picture.

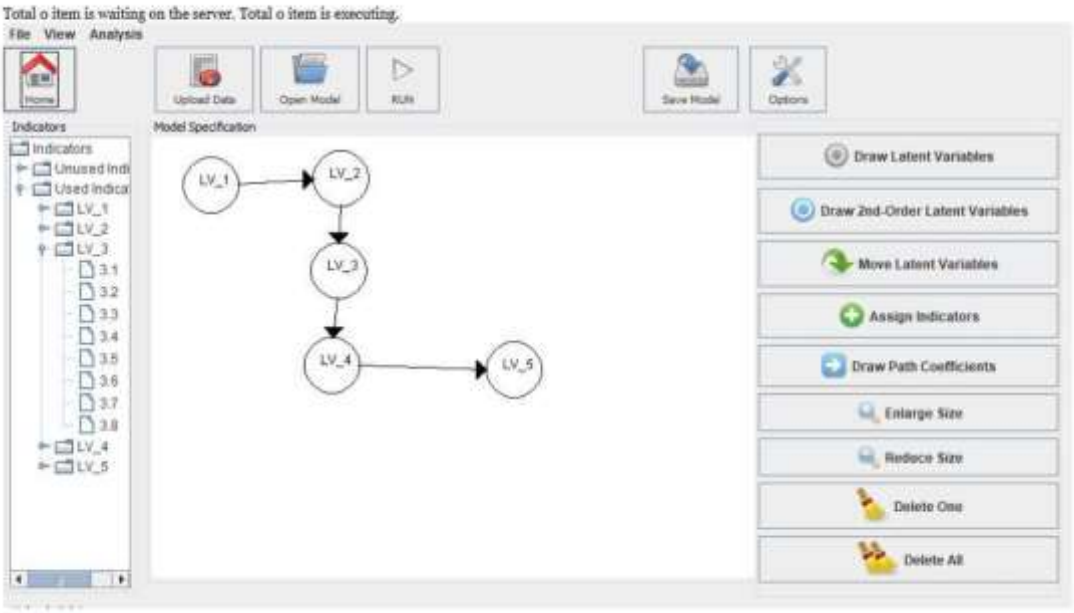


Figure 4 Level On Gesca

Next is to fill in the data that has been uploaded, the uploaded data is data in the .txt format. then after the data has been uploaded select assign indicators according to the level/variables that exist, the process is shown in the picture.

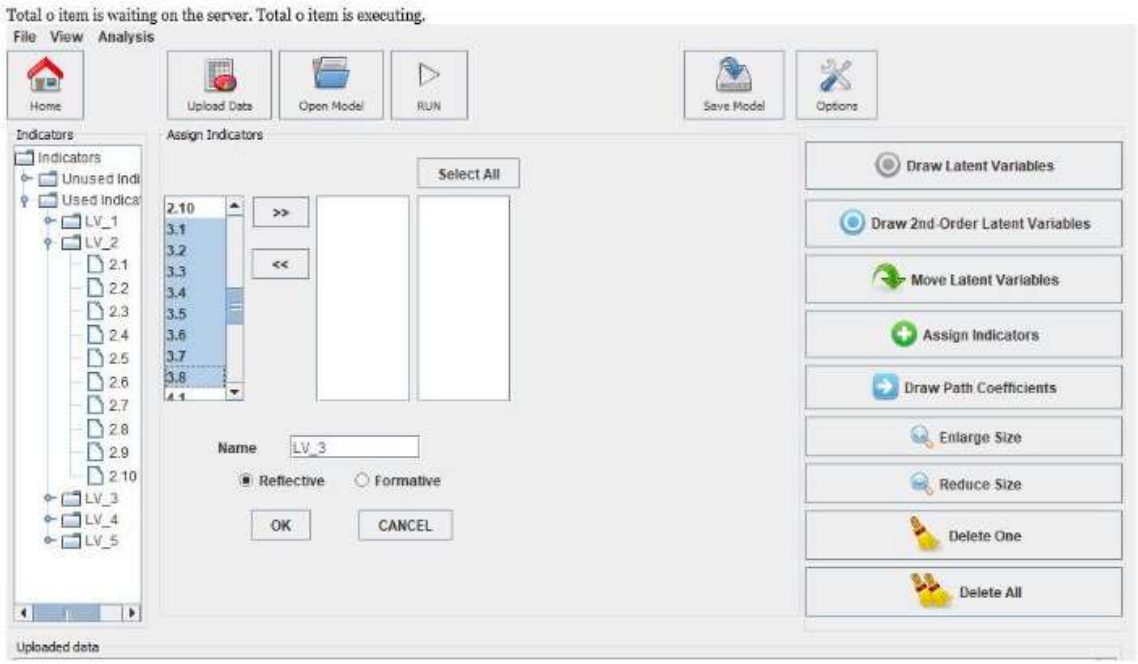
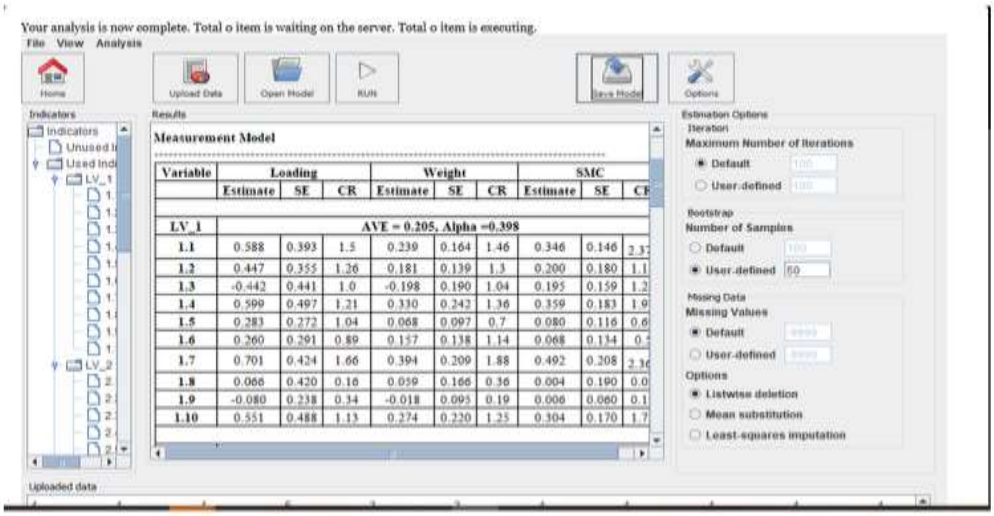


Figure 5 Selection of Indicators for Variables

After completing all the processes the author runs the file then the following results appear.



Gesca Outcome Analysis

Descriptive statistical analysis can provide an overview of respondents' perceptions of the statements of all the instruments studied in research. The analysis was carried out by calculating the average (mean) obtained from the respondents' answers to each item in each indicator for all research variables. Interpretation of the variables in this study, the value of eman which indicates a number close to one means that the respondent's perception is increasingly disapproving of the statement, conversely if the mean value indicates a number that is closer to five then it is interpreted as increasingly supporting the statement submitted.

Model Fit	
FIT	0.710
AFIT	0.681
GFI	0.995
SRMR	0.079
NPAR	92

Figure 6 Model FIT

a. FIT Score Identification

FIT = 0.610

FIT shows the total variance of all variables that can be explained by a particular model. FIT values range from 0 to 1. Based on the table above it is known that the model formed can explain all the variables that are 0.710. Of all the existing variables, 71% can be explained by the model. It means that the model is good enough to explain the phenomenon being studied.

b. AFIT Value Identification

AFIT = 0.681

Adjusted from FIT is almost the same as FIT. However, because of the variables that affect social media adoption, it would be better to use AFIT (corrected FIT). Because the more variables that influence, the FIT value will be even greater. This is because the proportion of diversity will also increase, so to adjust the existing variables, you can use AFIT. When viewed from the AFIT value, the existing variables can be explained by the model at 68.1%. It means that the model is good enough to explain the phenomenon being studied.

c. GFI Value Identification

GFI = 0.995

Goodness Fit Index (GFI) aims to test whether the resulting model describes the actual conditions. The range of values on GFI is 0 (poor fit) to 1 (better fit). The GFI generated in this study is 0.994, this indicates that the model used in this study is very suitable because the GFI value is close to 1.

d. Identification of SRMR Value

SRMR = 0.079

Standardize Root Mean S quare Residual (SRMR) is an addition to the size of the fit model. If the SRMR value is close to 0, this indicates the suitability of the overall model. This could be due to the small number of samples, so that the variation in the values that are owned is not good.

e. Identification of NPAR Values

NPAR = 92

Number of Free Parameters Estimated (NPAR) indicates the number of free parameters used in GSCA tool calculations, including weights, loadings, and path coefficients.

R-Square identification

R Square is used to find the magnitude of the influence of the independent variables on the dependent variable simultaneously or together. The meaning of R Square is if the value of R Square is close to 1, then together the independent variables have a strong effect on the dependent variable and if R square is close to zero, then the independent variables have no effect on the dependent variable. The following is the result of R-Square identification.
In the table it can be seen that the value of R squre on social media use is 0.406 and on social media strategy is 0.028. As for Instagram social media features and organizational performance, the results show 0.230 and 0.166

Hypothesis test

The table below will present the results of the path coefficient calculation on GeSCA which shows the influence of latent variables.
The following is an explanation of the results of hypothesis testing from the table above:

Hipotesis		Hasil
H1	Adopsi sosial media berpengaruh dengan penggunaan sosial media.	Diterima
H2	Penggunaan sosial media berpengaruh dengan strategi pada sosial media	Diterima
H3	Strategi sosial media berpengaruh terhadap fitur sosial media instagram	Diterima
H4	Pengunaan fitur sosial media instagram berpengaruh terhadap kinerja organisasi.	Diterima

Figure 7 Result

1. Hypothesis 1 (H1): Adoption of social media has an effect on the use of social media.

In the table it can be seen that the critical ratios (CR) value of the path coefficient of the content variable on end user satisfaction is 3.99*. The asterisk (*) on the critical ratios indicates that social media adoption has an effect on social media use. In other words, hypothesis 1 is accepted.

2. Hypothesis 2 (H2): The use of social media influences the strategy towards social media

In the table it can be seen that the critical ratios (CR) value of the path coefficient of the content variable on end user satisfaction is 2.67*. The asterisk (*) on the value of critical ratios indicates that the use of social media has an effect on the strategy for social media. In other words, hypothesis 2 is accepted

3.Hypothesis 3 (H3): Social media strategy has an effect on Instagram's social media features

In the table it can be seen that the critical ratios (CR) value of the path coefficient of the content variable on end user satisfaction is 2.46*. The asterisk (*) on the critical ratios indicates that the social media strategy has an effect on Instagram's social media features. In other words, hypothesis 3 is accepted

4. Hypothesis 4 (H4): The use of Instagram Social Media Features has an effect on organizational performance

In the table it can be seen that the critical ratios (CR) value of the path coefficient of the content variable on end user satisfaction is 2.74*. The asterisk (*) on the critical ratios shows that the use of Instagram social media features has an impact on organizational performance. In other words, hypothesis 4 is accepted From the hypothesis testing that has been done it is known that the four hypotheses are accepted. The table below is a summary of the results of hypothesis testing.

CONCLUSION

Based on the research results, the following are some conclusions that can be drawn taken:

1. Based on the data obtained from distributing research questionnaires to respondents, the results obtained are that:

a. Adoption of social media has an effect on the use of social media

b. The use of social media influences the strategy on social media

c. The social media strategy influences the social media features of Instagram
d. The use of Instagram social media features affects organizational performance
2. The GFI value generated in this study is 0.995, this indicates that the model used in this research is very appropriate in explaining the problem. This GFI value indicates that the model used in research on the effect of utilizing Instagram social media features can be used to improve the performance of business organizations.

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