Social media – based digital learning

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Abstract. Social media have taken a big part of people’s lives within the industrial revolution era 4.0. One of the most widely used social media in Instagram, a platform to upload photos and videos with various purposes. This paper identifies the use of Instagram in digital learning, particularly with posts related to food. Various features on Instagram were sorted and analyzed. The results showed that the feed and story are the most effective features to promote food-related posts in comparison to the other feature: IGTV. It has also been inferred that Instagram is the most popular social media for business purpose which is a good thing for the industry.

1. Introduction
Instagram is a social media application that can share information through photos and videos [1,2]. The application, launched since October 2010, has attracted more than 500 million active users [3,4]. Instagram is one of the main motives for participating in social networking sites [5].

Instagram aside from being an application that can upload photos and videos, it can also help us gain in-depth insights about social, cultural, and environmental aspects [6-8]. Instagram content is largely dominated by personal experience, but some people make this content as a learning medium used to upload food or food recipes [8-11]. Uploading food on Instagram users can be judged as the nature of self-presentation of a post [5].

The purpose of writing this paper is to find information about tools on Instagram that can provide information about food as one of the media information of a culture.

2. Methods
This research uses a systematic literature review by collecting several journals from 2014 to 2018 with google scholar and Elsevier reference sources. The methodological step in looking for journals related to the title is by identifying Instagram, looking for weaknesses and strengths of the Instagram from every tool on Instagram related to food or cooking.

Systematic literature review is a method that identifies, evaluates and interprets all findings on a research topic to answer previous research with the planning stages, namely the beginning or basis used to guide the process of searching for literature reviews, conducting stages or stages that contain the implementation of determining keywords to facilitate searching literature, and finally the reporting stage or writing stage which is usually used to be published in paper form to scientific journals or to compile chapter 2 about the literature review of a scientific work [12].
3. Results and discussion

Instagram is a popular social media platform that has more than 1 billion users every month. Instagram provides a new way to communicate on social networks through photos, videos, instastory and instatv [3]. Instagram is a development of the Burbn application which is actually an HTML5-based mobile application that uses it to check-in locations, get points for hanging out with friends, post photos, and more [3,13].

As for the results of previous research reports, nearly 2/3 of adults in the United States use several forms of social media, one of which is Instagram which has new tools in the form of TV related to local TV [14]. Another survey that used quantitative for 1847 Instagram users on food posting and how to cook it showed quite dominant and dominant results related to posting as a private collection [5].

The content in Instagram is mostly dominated by photos that depict own experiences or photos of the company owned, but not a few of these platforms are used to post food and how to make it [5]. Other researchers say that Instagram is very different from other social networks like Twitter and Flickr. The average Instagram user posts 5-6 days and receives comments 31 times higher than Twitter [15].

From an analysis of 329 social media users in the United States, only 9 used Facebook, 161 had Twitter accounts, 75 used pinters, and 68 used Instagram. And the result is that many people do not use technology to connect or interact with the changing times [14].

![Figure 1. Instagram as a media platform.](image1)

Lately, active users have started to have a large audience on Instagram because content shared in feeds or using Insta stories can use the various tools available on Instagram [6,16].

![Figure 2. Videos that are on Instagram.](image2)

One of them is an instance where the stories shared only last for 24 hours and allow users to share moments and ideas every day without having to save them permanently [5,16-18]. The instatv or television on Instagram where in this tool active users can present a video that has a duration of more than one minute [14].
Figure 3. Instatv that lasts more than one minute.

On the tools on Instagram there are instatv relating to the implementation of local social media television [19]. In addition to self or personal posts, Instagram is also used for media information and educational facilities, especially how to cook [20,21]. Judging from its impact, Instagram also turns out to be a media that can express its users seen from every post on Instagram [10]. As for the advantages and disadvantages of Instagram media that will have an impact on users and followers [16,22,23].

Figure 4. Interesting content on Instagram.

Judging from the advantages of Instagram, in addition to being closer to fellow users, but also has a lot of interesting content offered by Instagram to just socialize, visit content that is liked, do business, or perform daily activities, such as expressing through various features owned by Instagram [16]. Do not escape from shortcomings, Instagram also has a weakness that is the lack of ownership of the photos and videos that are shared, even for beginner’s users of Instagram still do not understand how so that every photo and video uploaded can be saved in the gallery of personal mobile phones. In addition, uploaded photos may belong to other people who are recognized as private property.

4. Conclusion

Instagram is an application that can share information through photos and videos that have more than 1 billion users every month. Instagram has several features in addition to photos and videos, there are also instastory and instatv, which each feature has advantages and disadvantages. The advantage of Instagram is that the media platform is able to provide all the conveniences, both from various filters or tools, besides that Instagram can be a pretty good marketing medium. Instagram also turns out to beat other social media like Twitter and Facebook. Instagram is a platform that can share various information, one of which is about food as one of the cultures of a country, one of which is Japan.

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