

**INSTAGRAM NEWS VALUES: EXPLORING PREFERENCES
AND INFLUENCES AMONG 10th-GRADE STUDENTS AT
TUNAS MEKAR INDONESIA**



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2024**

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States that this scientific research work is the result of my efforts and is not a commissioned work. If I have used references from other sources, I have included the sources in accordance with the applicable regulations. I acknowledge that I may be penalized for plagiarism if found guilty.

Therefore, I have written this letter with the utmost seriousness.

Bandar Lampung, April 22nd, 2024

Sign,



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APPROVAL PAGE

Research Report

Instagram News Values: Exploring Preferences and Influences
Among 10th-Grade Students at Tunas Mekar Indonesia

Submitted By:

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It has been approved by the advisors to be maintained
in front of the Examiners Board.

Bandar Lampung, April 22nd, 2024

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Melya Farani, S.I.Kom.

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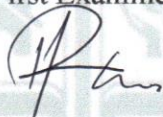
BOARD OF EXAMINERS COMMITTEE

This has been certified that the Examiners Committee approves the Research Report as a requirement for High School Graduation in Tunas Mekar Indonesia.

Bandar Lampung, April 22nd, 2024

Examiners Committee

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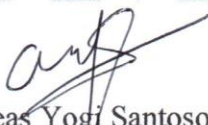
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Tri Puji Astuti, S.Si., M.Pd.

FOREWORD

All praises and gratitude are due to Allah SWT for His blessings and grace, allowing the completion of this Research Report titled “Instagram News Values: Exploring Preferences and Influences Among 10th-Grade Students at Tunas Mekar Indonesia.” The author acknowledges that this Research Report would not have been possible without the assistance of others. Therefore, the author would like to express heartfelt gratitude to:

1. Mrs. Tri Puji Astuti, S.Si., M.Pd., as the Principal of Tunas Mekar Indonesia Senior High School.
2. Ms. Melya Farani, S.I.Kom., as the First Research Advisor.
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4. My friends, family, and loved ones, for their prayers and moral support, enabled me to complete this report.
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The author fully acknowledges the imperfections in this report. Therefore, constructive feedback and criticism from all parties are highly anticipated. The author hopes this report will benefit general readers and relevant parties. To all parties involved, the author extends heartfelt thanks.

Bandar Lampung, April 2024

The Author

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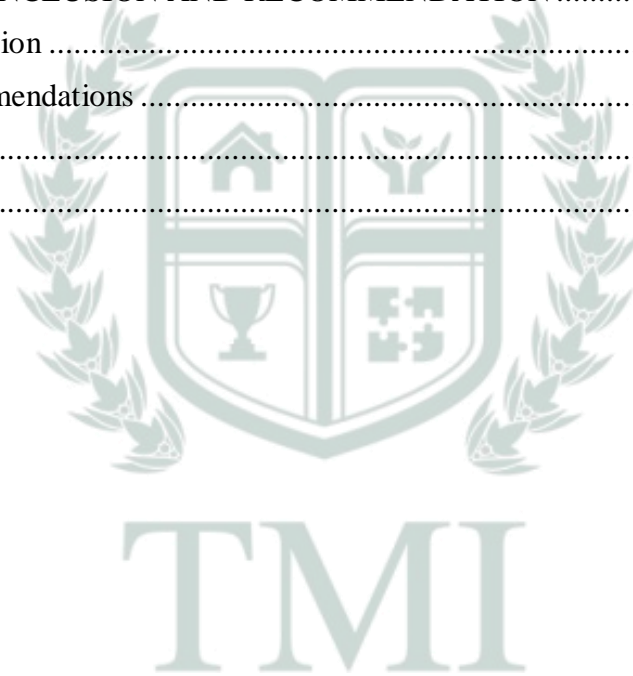


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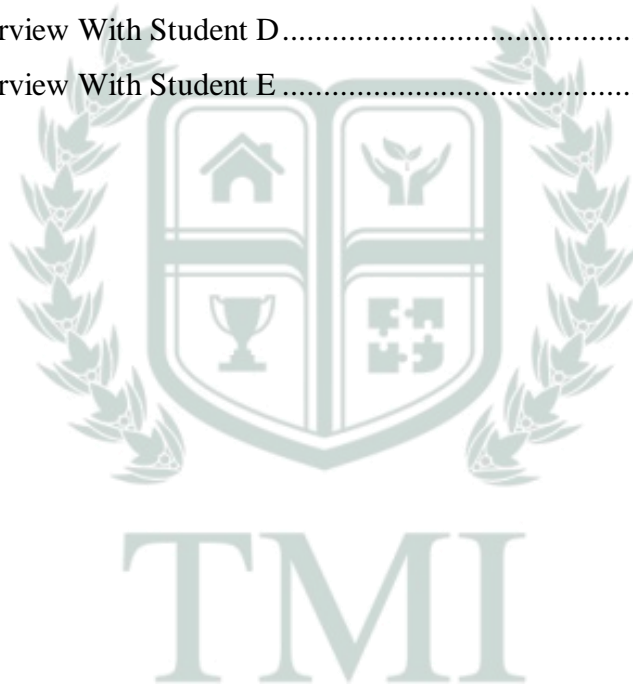
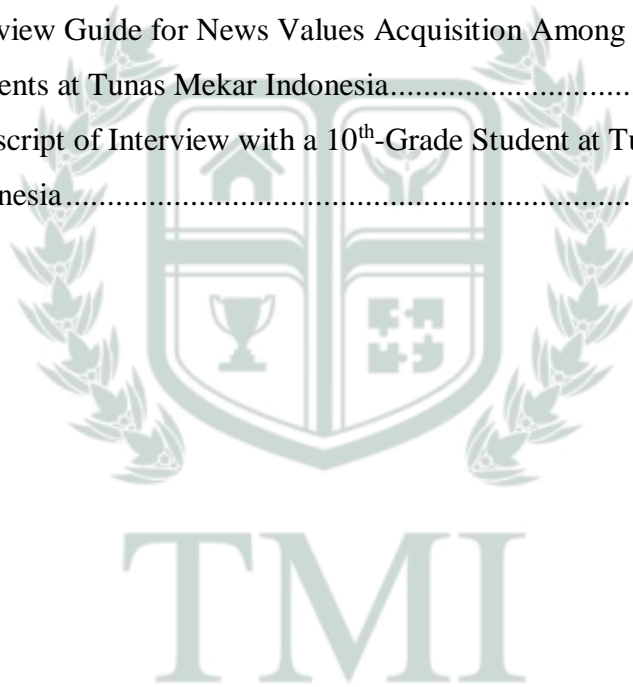


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ABSTRACT

INSTAGRAM NEWS VALUES: EXPLORING PREFERENCES AND INFLUENCES AMONG 10TH-GRADE STUDENTS AT TUNAS MEKAR INDONESIA

By:

**Shakira Rahma Alaya
(21270/0056074066)**

As social media platforms like Instagram increasingly influence news consumption among younger generations, understanding their habits becomes essential. This research aimed to explore news values that appeal to 10th-grade students at Tunas Mekar Indonesia on Instagram and identify factors influencing their acquisition. This research employed qualitative methods, utilizing data collection techniques such as observation, interviews, and documentation. The research results indicate “human interest” and “entertainment” as top news values. Students favored relatable stories about daily experiences, hobbies, and interests presented in engaging multimedia formats. However, “celebrity” and “shareability” garnered mixed reactions. “Semantic” and “human” barriers hindered value acquisition, yet stable internet and minimal technical issues supported it. Media professionals and content creators should prioritize these values through relatable, emotionally resonant storytelling using innovative, visually appealing formats to enhance younger audiences’ engagement with news on Instagram.

Keywords: Instagram, news values, news consumption, social media.

ABSTRAK

NILAI BERITA INSTAGRAM: MENGEKSPLORASI PREFERENSI DAN PENGARUH DI KALANGAN SISWA KELAS 10 DI TUNAS MEKAR INDONESIA

Oleh:

**Shakira Rahma Alaya
(21270/0056074066)**

Seiring dengan platform media sosial seperti Instagram yang semakin mempengaruhi konsumsi berita di kalangan generasi muda, memahami kebiasaan mereka menjadi sangat penting. Penelitian ini bertujuan untuk mengeksplorasi nilai-nilai berita yang menarik bagi siswa kelas 10 di Tunas Mekar Indonesia di Instagram dan mengidentifikasi faktor-faktor yang mempengaruhi perolehannya. Penelitian ini menggunakan metode kualitatif dengan teknik pengumpulan data seperti observasi, wawancara, dan dokumentasi. Hasil penelitian menunjukkan “human interest” dan “entertainmen” sebagai nilai-nilai berita utama yang diminati. Siswa lebih menyukai postingan cerita yang berhubungan dengan pengalaman sehari-hari, hobi, dan minat yang disajikan dalam format multimedia yang menarik. Namun, “celebrity” dan “shareability” mendapat reaksi beragam. Hambatan semantik dan manusia menghambat perolehan nilai, namun internet yang stabil dan sedikit masalah teknis mendukung hal tersebut. Para profesional media dan pembuat konten sebaiknya memprioritaskan nilai-nilai ini melalui penyampaian cerita yang relevan dan emosional, menggunakan format inovatif dan menarik secara visual untuk meningkatkan keterlibatan audiens muda dengan berita di Instagram.

Kata-kata kunci: Instagram, nilai berita, konsumsi berita, media sosial.

CHAPTER I

INTRODUCTION

In this chapter, the author will explain the background and present research questions, objectives, and benefits.

1.1. Background

In today's digital age, social media platforms have become integral to our daily lives, shaping how we communicate, consume information, and perceive the world around us. Instagram was one platform that gained immense popularity, particularly among younger generations. With its emphasis on visual content and user-generated material, Instagram became a preferred source of news and information for many.

At Tunas Mekar Indonesia, this phenomenon was observed among 10th-grade students, who increasingly relied on Instagram as a news source. As these students navigated the complexities of adolescence and academic demands, it became crucial to understand the factors shaping their understanding of current events and societal narratives.

Social media, especially Instagram, is a dynamic digital space facilitating content sharing, dialogue creation, and communication across various levels. Instagram has undergone significant changes since its launch in 2010, making it a more versatile and engaging platform. Tarigan et al. (2023) highlighted four essential benefits of social media, including personal use, exploring creativity, social interaction, and empowerment. These benefits underscored the multifaceted and influential role of social media, including Instagram, in individuals' daily lives.

Numerous studies explored the impact of social media on news consumption and the dynamics of news values in the digital age. Researchers examined the

role of algorithms, user-generated content, and the influence of social media platforms on shaping public discourse and perceptions (Shoemaker, 2017; Al-Rawi et al., 2021). Additionally, scholars investigated the news values resonating with specific demographics, such as younger generations, and the factors influencing their engagement with news content (Harcup & O'Neill, 2016; Park & Kaye, 2021).

While previous research provided valuable insights into news consumption on social media, the planned research aimed to explore a specific aspect: the news values prioritized by 10th-grade students on Instagram, unlike previous studies that focused on broader age groups or populations, this research concentrated on a particular grade level, allowing for a more targeted examination of this demographic's unique dynamics and preferences.

The research employed qualitative methods like interviews and observations to better understand the students' perspectives and experiences. Additionally, the research investigated the factors that either supported or hindered the acquisition of preferred news values, shedding light on potential barriers or facilitators in the news consumption process.

Due to several scientific considerations, Tunas Mekar Indonesia was selected as the research site. Firstly, the school's diverse student population made it an ideal representative sample. Secondly, the school's proximity to the author's institution and established relationships with the administration facilitated access and collaboration, ensuring a smooth research process.

Based on the background information presented, the prevalence of social media platforms like Instagram as news sources among younger generations, and the observed phenomenon at Tunas Mekar Indonesia, the author was interested in conducting a study titled "Instagram News Values: Exploring Preferences and Influences Among 10th-Grade Students at Tunas Mekar Indonesia." This research aimed to fill a gap in the existing literature by focusing on the news values prioritized by 10th-grade students on Instagram and the factors that affected their acquisition of these preferred news values.

Through a qualitative approach, the research contributed valuable insights to media professionals and content creators, enabling them to understand better and address the challenges posed by the increasing reliance on social media platforms, particularly Instagram, for news consumption among younger generations.

1.2. Research Questions

1. What news values do 10th-grade students at Tunas Mekar Indonesia prioritize on Instagram?
2. What factors hinder and support 10th-grade students at Tunas Mekar Indonesia in obtaining these news values?

1.3. Objectives

1. Analyze the news values prioritized by 10th-grade students at Tunas Mekar Indonesia in their consumption of news content on Instagram.
2. Explore the factors that serve as barriers and facilitators for 10th-grade students at Tunas Mekar Indonesia in acquiring their preferred news values.

1.4. Research Benefits

This research could provide insights for media professionals and content creators by identifying the news values favored by 10th-grade students at Tunas Mekar Indonesia on Instagram and the influencing factors. Understanding these preferences can guide the creation of engaging and relevant content tailored to younger audiences, optimizing media strategies for increased impact and relevance.

CHAPTER II

LITERATURE REVIEW

In this chapter, the author will explain social media, Instagram, news values, and communication.

2.1. Social Media

2.1.1. Definition

Social media platforms are viral sources of information globally. The widespread availability of the internet and the large user base on these platforms make them convenient and efficient channels for spreading news. Social media, which includes social networking and microblogging websites, enables users to share information, ideas, personal messages, videos, and other content online while building communities and audiences (The Editors of Encyclopaedia Britannica, 2023).

Navigating the multifaceted landscape of social media, one encounters a plethora of definitions capturing its essence. Aichner et al. (2021), in a comprehensive review titled "Twenty-Five Years of Social Media: A Review of Social Media Applications and Definitions from 1994 to 2019," delves into these varied perspectives.

Social media, as defined by scholars including Kapoor et al. (2018), Bishop (2019), and Carr and Hayes (2015), describe it as a dynamic digital space comprising user-driven platforms. These platforms facilitate sharing content, dialogue creation, and communication across various levels—personal, professional, business, marketing, political, and societal. It serves as an online resource for individual engagement, characterized by internet-based, decentralized, and persistent mass-

personal communication channels, deriving significant value from user-generated content.

In essence, social media is a multifaceted environment created by people for people, fostering diverse interactions and networking on a global scale.

2.1.2. Benefits

Social media has revolutionized communication, breaking geographical barriers and connecting individuals from diverse backgrounds in real time. A study by Tarigan et al. (2023) highlights four significant benefits of social media:

a. Personal Use

Social media platforms such as Instagram, WhatsApp, and email have become integral to our daily lives. They provide a quick and easy way to connect with friends, family, and colleagues. These platforms offer real-time messaging and the ability to connect with others with similar interests.

b. Explore Your Creativity

The Internet is a versatile platform that enables people to showcase their creativity and learn new things. With the help of blogs, picture-sharing sites, and video-hosting websites, individuals can pursue their interests and increase their knowledge in specific areas.

c. Social Interaction

The advent of social media has transformed the way we interact with one another, making it easier and more convenient to connect with others. For many individuals, it has become the go-to communication tool. Social media allows us to expand our

networks and tap into our social circle for valuable insights and recommendations on businesses, products, and services.

d. **Get Empowered**

The rise of social media has given customers the power to express their opinions and influence others through online interactions on their mobile devices. However, this also means a negative post or interaction can quickly spread and harm a business or brand's reputation. Once a piece of content goes viral on social media, controlling its spread or impact can be challenging.

2.2. Instagram

2.2.1. Definition

Since its inception in 2010, Instagram has evolved into a leading social networking service, quickly gaining popularity among users worldwide. The platform's primary function is to facilitate sharing pictures and videos, allowing users to enhance their content through various filters available within the app. Notably, Instagram is accessible through a mobile application and a web interface, providing users with a convenient means of posting and viewing content.

In addition to its core feature of photo and video sharing, Instagram offers a diverse range of unique functionalities that distinguish it from other social networking platforms. Private messaging, searchable hashtags, the ability to include multiple images or videos in a single post, and the story feature are among the distinctive elements that contribute to Instagram's widespread appeal. The story feature, in particular, allows users to share content visible to others for only 24 hours, creating a sense of urgency and exclusivity in the user experience.

Beyond its utility as a social media platform, Instagram plays a significant role in shaping how people learn and think, influencing specific social and cultural norms in interpersonal interactions. The platform's visual medium profoundly impacts user behavior, forming unique social and cultural patterns (Carpenter et al., 2020).

In summary, Instagram is a distinctive social media platform for photo and video sharing. Its features and visual storytelling capabilities have become popular among the younger demographic. The platform serves as a space for creative expression and plays a crucial role in influencing social and cultural dynamics in contemporary society.

2.2.2. Development

Instagram is a popular social media platform that enables users to share photos, videos, and stories with their followers. According to Blystone (2024), the platform was founded by Kevin Systrom and Mike Krieger and launched in October 2010. Initially, it was only available on iOS devices but later expanded to include Android devices. Eldridge (2024) stated that Instagram's focus on visual content and high user engagement led to its rapid growth. In 2012, Facebook acquired the platform for \$1 billion in cash and stock, transforming it in many ways (Holak & McLaughlin, 2017). Today, Instagram has billions of users and a vibrant community of content creators, influencers, brands, and individuals sharing their daily visual stories. As The Brand Hopper (2023) noted, Instagram's founding history showcases its founders' entrepreneurial spirit and innovative thinking, who saw an opportunity to create a platform that revolutionized how we share and engage with visual content.

2.2.3. Usage Pattern

Chen et al. (2022) have proposed a classification system for Instagram feature usage patterns. They have categorized user interactions into three primary dimensions: broadcasting, lurking, and connection. Broadcasting activities refer to functionalities such as photo and video posting and Stories. They are characterized by proactive user engagement, self-expression, identity assertion, and expression of personal opinions. The study suggests that there might be a positive correlation between the use of broadcasting features and problematic Instagram use. However, further research is needed to establish a stronger association with chronic use.

Lurking activities include perusing others' posts, following celebrities, and consuming IGTV content. This dimension is marked by passive content consumption, diminished cognitive engagement, and repetitive, cursory content inspection. The study posits a positive correlation between lurking features and habitual Instagram use, underscoring the propensity for such activities to develop into ingrained usage habits. However, no statistically significant relationship is anticipated with problematic Instagram use.

Connection activities involve features that foster social interaction, such as liking, commenting, adding hashtags, and forwarding posts. This dimension centers on social rewards and connectedness. It is considered a potential contributor to habitual Instagram use, with the study predicting a positive association between connection features and regular use patterns. The typology emphasizes the salient role of social incentives in forming media habits. No statistically significant relationship is projected with problematic Instagram use.

2.2.4. Features

Instagram provides a variety of features for content creation, communication, and engagement, as highlighted in two articles by Hirose, A. and Panigrahi, S. "35 Instagram Features All Marketers Should Know" was published on January 5, 2024, in the Social Media Marketing & Management Dashboard, while "10 Instagram Features to Make Your Life Easier in 2024" was published in Keyhole on December 5, 2023. These articles offer insights into the different features that Instagram offers to its users, including businesses and content creators.

Some of the essential features that Instagram provides include *Instagram Stories*, which allow users to share photos and videos that disappear after 24 hours; *Instagram Shopping*, which enables businesses to tag products in their posts and sell directly through the platform; and *Instagram Reels*, a short-form video feature that helps users create and discover entertaining content.

Other key features include *Instagram Live*, which lets users broadcast live videos to interact with their followers in real-time; *IGTV*, a platform for content creators and businesses to share long-form videos; *Direct Messaging*, which allows users to send private messages, photos, and videos to individuals or groups; *Filters and Editing Tools*, which provide a variety of options to enhance the visual appeal of photos and videos; *Hashtags and Tagging*, which allow users to add hashtags and tag other accounts to increase the discoverability of their posts; *Geotagging*, which lets users tag their location in posts, enabling others to see posts from the same area; and *Insights and Analytics*, which provide business accounts with analytics that offer information about their audience and the performance of their posts.

These features demonstrate how Instagram is a versatile platform for content creation, social interaction, and e-commerce, making it an ideal app for all users.

2.2.5. Algorithm

In today's digital world, social media algorithms are crucial in determining what content we see and engage with. Hill (2023) published a guide that provides insights into the current state of the algorithm and offers strategies for navigating the evolving landscape; however, in this case, we focus specifically on the algorithm.

The algorithm is divided into three processes: Reels, Stories/Feed, and Explore. Each section prioritizes different aspects based on user behavior and expectations. The algorithm uses various signals for each section to predict engaging content, such as user engagement, interaction history, content quality, and the poster's popularity. By 2023, Instagram had developed different Reels, Feed, Stories, and Explore algorithms that use various signals to anticipate user preferences. Instagram Reels prioritize videos that are entertaining, funny, and inspiring. Feed and Stories aim to showcase content from friends and family. The Explore page customizes content based on past interactions and similar content preferences.

In 2022, no significant new algorithms existed, but users witnessed noticeable changes. Photos returned, in-feed recommendations increased, and users gained control over three feed types: Chronological, Algorithmic, and Favorites.

2.3. News Values

2.3.1. News

News is a type of factual information that contains details about an actual event. It is presented according to established rules and structures. A news text aims to communicate the latest, factual, and extraordinary information through mass media. To achieve this, the writer must adhere to specific guidelines, such as a news text's elements, structure, language,

spelling, and sentence structure. This ensures the audience can easily understand the information provided (Putri & Ratna, 2020).

News is integral to our daily lives, providing timely, relevant, and significant information about current events, political developments, economic trends, cultural happenings, and societal shifts. News dissemination is facilitated through various media platforms such as newspapers, television, radio, online, and social media, which are instrumental in shaping public opinion and societal discourse.

2.3.2. News Values

According to the Merriam-Webster Dictionary (2024), "value" has diverse meanings as a noun. It can refer to the significance or importance of a concept, highlighting intrinsic values such as principles or qualities. "value" can also represent a fair exchange of goods, services, or other considerations for items exchanged. This broad definition also includes numerical quantities assigned or determined by calculation or measurement, aspects related to time in music, and attributes of color in artistic compositions. Understanding these varied dimensions of "value" is crucial for exploring its implications in the context of news value.

News values are guidelines for determining the content of news. They help decide which events to cover and the degree of appropriate partisanship in a story. They also guide mass and social media users in selecting specific observations from many surrounding events. The earliest news values include deviance, proximity and scope, timeliness, partisanship, and importance. Objectivity is a more recent addition, which provides factuality and impartiality. These values are valuable to news producers because most news relies on secondhand sources, such as interviews, rather than firsthand observations (Lippmann, 1922/1960, as cited in Shoemaker, 2017).

Understanding news values is crucial to comprehend the intricate mechanisms that influence news selection and presentation in the ever-changing world of journalism. In this research, we embark on an extensive journey through the conceptual terrain, aided by the taxonomies proposed by three distinguished scholars in the field. The author chose these scholars because their viewpoints align with the research objectives. The unique perspectives offered by these scholars shed light on the diverse aspects of news values and their evolving significance in the current media landscape.

a. Harcup and O'Neill

In recent years, scholars such as Harcup and O'Neill (2016) have redefined the taxonomy of news values. Their updated list includes elements such as follows:

1. Exclusivity: news organizations have access to stories generated by them or exclusively available from interviews, surveys, polls, investigations, letters, etc.
2. Bad news: stories with negative connotations such as defeat, death, injury, and job loss.
3. Conflicts: stories around conflict, such as insurrections, fights, strikes, controversies, arguments, and warfare.
4. Surprise: stories with an unusual, contrasting, or surprising element.
5. Audio-visuals: stories that can be illustrated with infographics, photographs, audio, or video.
6. Shareability: stories that are likely to generate comments and share on social media platforms such as Twitter and Facebook.
7. Entertainment: soft stories concerning sports, show business, sex, lighter human interests, and animals, offering

opportunities for humorous treatment, witty headlines, or lists.

8. Drama: stories that involve an unfolding drama, such as rescues, sieges, accidents, searches, court cases, or battles.
9. Follow-up: stories that follow-up on subjects already covered in the news.
10. The power elite: stories that deal with influential individuals, organizations, institutions, or corporations.
11. Relevance: stories relevant to groups or nations familiar to the audience or perceived as influential.
12. Magnitude: stories are considered significant due to the large number of people involved or the potential impact involving extreme behavior or occurrence.
13. Celebrity: stories concerning people who are already famous.
14. Good news: stories with positive overtones, such as breakthroughs, recoveries, cures, wins, and celebrations.
15. News organization's agenda: stories that fit or set the news organization's agenda, whether ideological, commercial, or part of a specific campaign.

b. Shoemaker and Reese

Shoemaker and Reese's (2014) research suggests that they have developed a brief yet comprehensive list of news values, as mentioned in Kilgo et al.'s (2017) work.

1. Timeliness: related to the news being recent and up-to-date.
2. Prominence and impact: the significance of a news event and the involvement of key figures and celebrities in the news because of their influential roles in society.

3. Conflict and controversy: involve internal and external criticisms, conflicts, and disputes.
4. Human interest: a personal news value that emphasizes the exclusivity of a person or subject.
5. Proximity: holds that news about events happening nearby is more interesting than news about events occurring in faraway lands.
6. Unusualness: departs from the news value of continuity and instead focuses on a story's unexpected or unusual aspects.

c. Shoemaker and Cohen

Shoemaker and Cohen (2006) have identified two main categories of news values: deviance and social significance, according to recent studies by Park and Kaye (2021) and Al-Rawi et al. (2021). Social significance can be subdivided into four components: economic, cultural, public, and political, while deviance can be further divided into statistical, social change, and normative elements.

Shoemaker (1996) suggests that people are naturally attracted to deviant or socially significant events due to their instinctual and cultural learning processes. These two values are the primary indicators of newsworthiness, including novelty, conflict, social impact, importance, consequence, and human interest. Other scholars, such as Al-Rawi (2017), Eilders (1997), and Lee (2009), have examined and validated these values (Park & Kaye, 2021).

2.4. Communication

2.4.1. Definition

Communication is a complex process that can be approached from various perspectives. According to the University of Texas Rio Grande Valley, communication is sending and receiving symbolic cues that generate meaning and are influenced by multiple contexts. This definition highlights the importance of exchanging symbolic cues and the impact of different contexts on the communication process. Another source from Research-Methodology.net, John Dudovskiy, defines communication as encoding and decoding messages between a sender and a receiver through specific channels. This definition emphasizes the importance of encoding and decoding messages in communication. Moreover, the Encyclopedia Britannica describes communication as the exchange of meanings between individuals through a shared system of symbols. This definition emphasizes the importance of shared symbols and the exchange of meanings between individuals.

2.4.2. Communication Models

Models of communication are simplified representations of the communication process. These models attempt to describe verbal and non-verbal communication and often depict it as an exchange of messages. These models aim to provide a compact overview of the intricate communication process. This helps researchers to formulate hypotheses, apply communication-related concepts to real-world cases, and test predictions. However, these models have been criticized for needing to be more complex and lacking essential aspects. The components and their interactions are usually presented as a diagram. Some important components and interactions reappear in many of the models. They include the idea that a sender encodes information as a message and sends

it to a receiver through a channel. The receiver must decode the message to understand the initial concept and provide feedback. In both cases, noise may interfere and distort the message.

a. Linear Transmission Model

The linear communication model is a theoretical framework that explains communication studies' unidirectional and sequential flow of information. This model suggests a simplified, sender-centric paradigm that demonstrates the transmission of encoded messages through a specific channel and the decoding of these messages by a designated receiver. As mentioned by Kumar (2020), as cited in Sus (2023), the linear communication model is a one-way process where the sender is the only one who sends messages, and the receiver does not provide feedback or response.

The communication model focuses on the sender and message. The receiver is viewed as a target or endpoint. It is presumed that the receiver either receives and understands the message or does not. This model was developed by scholars who extended a linear model proposed by Aristotle and were influenced by new communication technologies such as telegraphy and radio.

The linear model of communication simplifies the roles of the sender and receiver. The sender encodes the message and sends it through a channel while the receiver decodes it. This model is a one-way process where the sender transmits a message to the receiver, the communication process's endpoint. However, this model is often considered too simplistic because it needs to consider the complexities of real-life communication, such as feedback and the dynamic nature of communication. Various linear transmission

models have been proposed over time. These include Aristotle's, Lasswell's, and Shannon-Weaver's models.

According to Sus (2023), Lasswell's and Shannon-Weaver's Models are two of the most commonly used linear transmission models. Lasswell's model focuses on the different components that contribute to successful communication, including the sender (who), message (what), channel (when), purpose (why), and effect (how) of communication, as noted by Narula (2006). On the other hand, the Shannon-Weaver Model emphasizes that communication involves a sender, a message, and a receiver and that noise may interfere with the transmission between them, as explained by Steinberg (2007).

b. Interaction Model

The interactive communication model involves the exchange of ideas and messages in a back-and-forth process between two or more sources (Sus, 2023). The interactive model incorporates feedback, which makes communication a more interactive, two-way process. Feedback refers to the messages that are sent in response to other messages.

In the interactive communication model, participants are both senders and receivers. This means that the roles are not fixed, and the participants switch between the roles of sender and receiver as the communication progresses. The model recognizes that communication is a complex process involving exchanging ideas and messages between two or more sources. Therefore, each participant is actively involved in the communication encounter, and feedback is essential. The feedback loop helps us understand the roles of participants in a more complex communication encounter.

Sus (2023) states that there are different interactive communication models. The Osgood-Schramm model highlights the significance of feedback in a circular exchange between the sender, message, and recipient. The sender encodes the message for transmission while the receiver provides feedback to refine the message. The context of the conversation can change its purpose and clarity (Mcquail & Windahl, 2015, as cited in Sus, 2023).

On the other hand, the Westley and Maclean Model is a communication model that stresses interpersonal relationships and social issues in communication. It consists of three components: interpersonal, media, and societal. Furthermore, it recognizes communication as a continuous process influenced by broader social factors (Narula, 2006, as cited in Sus, 2023).

2.4.3. Communication Barrier

Communication barriers impede the smooth flow of communication between two or more individuals. Various factors could cause these barriers by disrupting the ongoing communication process and affecting communication effectiveness.

Sunarto (as cited in Yudhistira and Trihastuti, 2023) identified three types of communication barriers, namely mechanical, semantic, and human barriers.

Mechanical barriers occur due to disruptions in communication media, such as radio waves or internet networks, leading to unclear messages. Semantic barriers arise during the communication process and refer to the obstacles that hinder the understanding of conveyed information, leading to differences or perceptual errors between the communicating parties. On the other hand, human barriers refer to all obstacles in interpersonal communication that originate from within

individuals, such as emotional conditions, personal prejudices, and sensory organ impairments.

Cangara (as cited in Yudhistira and Trihastuti, 2023) identified six types of communication disruptions, which include technical, semantic, and psychological disturbances, physical barriers, status, mindset, and cultural differences.

2.4.4. Communication Support

Effective communication is vital in human relationships as it is a unique and significant activity. Perception errors can be reduced by ensuring that communication is timely, accurate, complete, clear, and well-received. Different factors must be considered to achieve effective communication, as mentioned by Rahma (2021) and as cited in Nuzuli (2023): clarity, accuracy, context, flow, and culture.

Clarity is the recipient's use of clear, easily understood, and accepted language. Accurate communication, as the second factor, underscores the importance of using precise and correct information during interactions. This ensures that the conveyed message aligns with the intended meaning, minimizing the risk of misunderstandings or misinformation. Inaccuracies in communication can lead to confusion and hinder establishing a shared understanding between communicators.

Context, the third factor, plays a critical role in effective communication. Language and information should be contextually relevant, considering the specific conditions and setting in which the communication occurs. Tailoring communication to the environment helps to enhance comprehension and ensures that the message is appropriate for the given situation.

The fourth factor, flow, emphasizes information organization clearly and systematically. A well-structured presentation of material facilitates a smoother exchange of ideas and enables the recipient to respond more

efficiently. A logical flow in communication contributes to the overall effectiveness of the interaction.

Lastly, cultural sensitivity, the fifth factor, recognizes the need for communicators to adapt to the cultural nuances of those involved. Whether conveyed verbally or non-verbally, being culturally aware fosters a more inclusive and respectful communication environment. This adaptability helps prevent misunderstandings and promotes a harmonious exchange of information.

Integrating these factors, including clarity, accuracy, context, flow, and cultural awareness, contributes to the multifaceted nature of effective communication. By embracing these considerations, individuals can enhance their ability to connect, understand, and build meaningful relationships through communication.

CHAPTER III

METHODOLOGY

In this chapter, the author will explain the research type, research location, determination of informants, data source, and data collection technique.

3.1. Research Type

Research is a systematic and careful process of investigating a particular topic or issue to gain knowledge and information. It involves collecting and analyzing data, drawing conclusions, and making recommendations based on the findings. Two main research methods are used: quantitative and qualitative.

Quantitative research involves collecting numerical data that can be analyzed using statistical methods. This type of research is commonly used in scientific studies and experiments to establish cause-and-effect relationships between variables. Conversely, qualitative research entails collecting and analyzing non-numerical data, such as interviews, focus groups, and observations. This method is often used in social sciences and humanities to uncover individuals' and groups' meanings, interpretations, and experiences.

The author prefers qualitative research to explore the Instagram news values of 10th-grade students at Tunas Mekar Indonesia. Instagram is a visual medium that emphasizes images and videos over text, and qualitative research methods are well-suited to exploring the nuances of visual media. This will help understand how students interpret and make sense of the images they see on Instagram.

Also, younger generations primarily use Instagram, and qualitative research methods can provide rich and detailed insights into the attitudes, beliefs, and behaviors of 10th-grade students toward news values on Instagram. This can help

explore how they consume and interact with news content and how it affects their perception of the world.

Qualitative research methods are also valuable for exploring the complexities of news values on Instagram. The author can examine how news values are constructed and interpreted on the platform and how people perceive them. This can help the author understand how news values are shaped and disseminated on Instagram.

Lastly, qualitative research methods are highly adaptable and flexible. They allow the author to adjust the research approach in real time as new data emerges, making them ideal for exploratory research.

Overall, the qualitative research method is well-suited for delving into the Instagram news values of 10th-grade students at Tunas Mekar Indonesia and exploring the factors that influence the students' understanding of news values. This method provides a comprehensive and intricate knowledge of how news values form and are interpreted on the platform and how they shape young people's perceptions.

3.2. Research Location

This research was conducted at Tunas Mekar Indonesia in Building C: Jl. Arif Rahman Hakim No. 30, Jagabaya III, Way Halim, Bandar Lampung.

3.3. Determination of Informants

Informants are crucial in academic research, especially qualitative research such as ethnographic studies. They provide information or data from an insider's perspective to aid scientific investigation. Informants are selected for their ability to offer valuable insights and knowledge about a specific context or phenomenon. By contributing their expertise, they help researchers gain a deeper understanding of the subject matter under investigation.

Qualitative research is a research method that typically involves a small number of participants compared to other research methods. This research

method focuses on individuals as the primary subject of analysis, and the author handpicks participants from whom to collect necessary data.

The author of this study has identified several individuals at Tunas Mekar Indonesia as key participants. These participants were selected based on specific criteria, which included the following:

1. The informants were chosen because they have used Instagram for over a year.
2. The informants were selected because they use Instagram as a source of information.
3. The informants actively engage with various types of content on Instagram, including news-related posts, stories, and accounts.

Based on the above description, the informants in this study were five (5) 10th-grade students out of forty-six (46) students at Tunas Mekar Indonesia.

3.4. Data Source

A data source is a subject from which data is obtained. Data sources are necessary to support the implementation of research and, at the same time, to ensure success. In this regard, the data needed for the research be obtained from two sources:

1. Primary Data Source

A primary data source in research refers to data collected directly from an informant or direct source. It is a data source that directly provides data to the author as the data collector. The author used direct field studies to collect primary data. The primary data source in this study included 10th-grade students at Tunas Mekar Indonesia in Building C.

2. Secondary Data Source

Secondary data sources refer to data obtained from a secondary or second-hand source. These sources do not provide data directly to the data collector but provide information through documents or other

means. In this research, secondary data sources include research articles, academic journals, books, book chapters, and other relevant documents that support the research process. The research analyzed the news values prioritized by 10th-grade students at Tunas Mekar Indonesia when consuming news content on Instagram. Additionally, the research explored the factors that act as obstacles and support for students in acquiring these preferred news values.

3.5. Data Collection Technique

1. Observation

The research methodology used in this research involved direct observation and recording of events or issues at the research location.

2. Interview

An interview is a meeting of two or more individuals to exchange information or gather data and ideas through questioning. It enables the construction of meaning based on sought-after research data. In this research, the interview technique was conducted by engaging in face-to-face discussions with informants, recording information using an audiotape, and guided by observations already undertaken.

3. Documentation

Documentation is a crucial data collection technique. It serves as evidence to ensure the credibility of field data. It is used to search for sources related to the research object and document relevant photos and videos at Tunas Mekar Indonesia.

CHAPTER IV

RESULTS AND DISCUSSION

In this chapter, the author will explain the results and discussion.




4.1. Results



The findings of this research were gathered by directly observing individuals and conducting interviews with them, using specific guidelines established by the author. In this chapter, the author will present the interview results obtained from each informant encountered in the field, one by one. The collected data was then processed systematically, according to the established research method. Additionally, this chapter will provide an overall analysis of the acquired data from the interviews and observations conducted in the field.

4.1.1. Informant Identities

The process of selecting the informants was done through the purposive method, which is a method of intentionally selecting informants based on predetermined criteria by the author. The author chose five 10th-grade students at Tunas Mekar Indonesia as the informants. To gain a clear understanding of the informants, please refer to the following description:

Table 1: Informant Identities

1	 <p>Figure 4.1. 1. Interview With Student A</p>	Name	:	Javanesa Octa Viola
		Age	:	15
		Address	:	Villa Citra, Antasari
		Gender	:	Female
		Place and Date of Birth	:	Bandar Lampung, 17 October 2008
		Informant Code	:	A
2	 <p>Figure 4.1. 2. Interview With Student B</p>	Name	:	Ahmad Nafi Hariza
		Age	:	16
		Address	:	Way Halim
		Gender	:	Male
		Place and Date of Birth	:	Bandar Lampung, 29 March 2008
		Informant Code	:	B
3	 <p>Figure 4.1. 3. Interview With Student C</p>	Name	:	Nabilah Putri Salsabila
		Age	:	15
		Address	:	Antasari
		Gender	:	Female
		Place and Date of Birth	:	Bandar Lampung, 10 December 2008
		Informant Code	:	C

4	 <p>Figure 4.1. 4. Interview With Student D</p>	Name	:	Siti Azizah Rania Irawan
		Age	:	16
		Address	:	Pahoman
		Gender	:	Female
		Place and Date of Birth	:	Bandar Lampung, 22 February 2008
		Informant Code	:	D
5	 <p>Figure 4.1. 5. Interview With Student E</p>	Name	:	Rachael Thias Izzatul Janna
		Age	:	16
		Address	:	Kalibalau Kencana
		Gender	:	Female
		Place and Date of Birth	:	Bandar Lampung, 1 February 2008
		Informant Code	:	E

4.1.2. Observation, Interview, and Documentation Result

The research conducted at Tunas Mekar Indonesia used a combination of interview, observation, and documentation techniques. The author directly posed questions to the participants during the interviews. The informants were given codes A, B, C, D, and E students. The results of the interviews were then analyzed.

4.1.2.1. The Results of Interviews and Observations on Prioritized News Values By 10th-Grade Students

As social media usage continues to grow among younger generations, it is important to understand how they engage with news content on these platforms. In particular, Instagram has

become a popular social media platform that appeals to 10th-grade students at Tunas Mekar Indonesia students on this platform. The study has identified six key elements likely to enhance engagement with news content among this target audience. These elements include human interest, shareability, surprise, entertainment, relevance, and celebrity. Focusing on these elements makes it possible to develop news content that resonates with the interests and preferences of 10th-grade students, thereby increasing their engagement with news content on Instagram.

Table 2: Research Results Regarding Prioritized News Values

No	Informant	Interview Result	Observation Result
1		If you came across Instagram content that relates to your daily life, hobbies, or interests, how likely would you be to engage with it?	Based on the students' response, most students are highly inclined to engage with Instagram content that resonates with their daily lives, hobbies, or interests. The students are intensely interested in interacting with such content, whether through likes, reshares, saves, or merely appreciating and saving it for future reference. This suggests personalized and relevant content is
	A	Yes, I would most likely interact with it. Like, maybe I would like, reshare, like, save.	
	B	Definitely will, always, yes, it's definitely. If the content is from my interest, it must be really interesting for me.	
	C	Yes, I am very likely to engage with content related to my daily life and interests. This is because I use social media almost every day and find such content quite interesting.	
	D	If I come across content related to my daily life, hobbies, or interests, I am likely to engage with it. Usually, I find it interesting and relatable,	

		especially if it is something I have just been getting into. I also enjoy seeing other people's points of view, how they perceive that activity and their feelings about it.	appealing and engaging to users, fostering a deeper connection and interest in the platform.
	E	When I come across content on Instagram that relates to my daily life, hobbies, or interests, I usually like to see where it came from. If it is helpful, I might save it in my posts for later. The reason I do this is because I might need it later in my life. Usually, the posts are related to my interests, such as tutorials on how to do things that I am interested in, like makeup.	
2	Imagine encountering a mind-blowing or unexpected news story on Instagram. Something that surprises you. How interested would you be in that kind of content?		Based on the students' responses, there is a notable interest and engagement with mind-blowing or unexpected news stories encountered on Instagram. The majority express a keen interest in such content, finding it intriguing and compelling enough to pause their scrolling and delve deeper into the information. While there is a strong desire to share and discuss
	A	I would be very interested because it's something that surprises me and I would like to share it with my friends and talk about it.	
	B	I really enjoy interacting it, especially when something surprising comes up. It's intriguing and makes me pause to take a closer look at the information. So yes, it grabs my attention and makes me stop scrolling to see what it's all about.	
	C	I would engage with the content about it on social media, even if I	

		don't double-check the information on other platforms.	<p>these surprising stories with friends, some students also emphasize the importance of verifying the authenticity of the news due to the prevalence of misleading or clickbait content on social media platforms.</p> <p>Despite this caution, the overarching sentiment suggests that surprising and unexpected news stories effectively capture the attention and interest of students, prompting them to engage with the content in various ways, such as liking, sharing, and even advocating for awareness or support on sensitive issues.</p>
	D	<p>I would definitely be interested in reading mind-blowing and unexpected news because I enjoy staying up-to-date with current events. However, I am also cautious and skeptical because I know that some posts and news articles can be misleading or simply clickbait. Therefore, I always try to verify the legitimacy of the information before engaging with the content. I find it important to stay informed and aware of relevant issues, so I follow a reliable account that provides updates on the situation. I also like to read the comments and see other people's thoughts on the matter.</p>	
	E	<p>When I come across a post on Instagram that is really mind-blowing and unexpected, it definitely grabs my attention. If I find something interesting, I would engage by liking or sharing the post. I might even compliment the person who created the post for their amazing work.</p> <p>As for sensitive news, I would definitely be engaged with it. I would want to spread more awareness about the issue and perhaps even donate to support the cause. Overall, if I see content that surprises me, I would</p>	

		definitely interact with it in some way.	
3	What Instagram posts do you and your friends like to easily discuss and share? What makes them so shareable and conversation-worthy?		Based on the students' responses, the focus appears to be primarily on content related to their interests and hobbies. The students mention hobbies like airsoft, games, recipes, and art as subjects they find engaging and shareable. While some mention news and current events, the primary emphasis is on personal interests rather than the inherent shareability and conversation-worthy of the content. The students value content that resonates with their interests, making discussing and sharing with friends easier.
	A	Probably it's about hobby-related and about news and interests, like, for example, games and stuff...	
	B	Yes, definitely. Hobbies can be a great way to bond and connect with others who share similar interests. For instance, if you're into airsoft as a hobby, you can discuss things like equipment, military gear, and tactics with other airsoft enthusiasts. Apart from airsoft, there are many other hobbies that people enjoy discussing, such as politics, current events, and wars, like the ongoing conflict between Ukraine and Russia or the recent tensions between the IDF and Hamas.	
	C	I don't think I can use my own interests to start conversations with my friends, so I'm afraid I don't have an answer to that question.	

	D	<p>To be honest, I love sharing comedic Instagram posts or recipes with my friends, especially during the current fasting period. I tend to share many cookie or brownie recipes with my friends. Also, we are teenagers and get bored easily, so I try to find new kinds of activities to do whenever we hang out. Yes, I share them, and my friends receive them pretty well. Most of the time, we just send each other posts or reels. It is not a very frequent thing, but it's not once in a while either. I would say it is often.</p>	
	E	<p>I personally enjoy seeing a variety of visually appealing content on Instagram that captures my attention. I prefer following accounts that provide interesting and entertaining posts that my friends and I can easily discuss and share with each other. What makes these posts shareable and conversation-worthy is when we can relate to them. For instance, when it comes to art, we can talk about the visuals and how detailed they are.</p>	

4	Think about your favorite celebrities, influencers, or public figures. If you saw a news story on Instagram involving one of them, how much more likely would you be to check it out? What is it about celebrity-related content that draws you in?		<p>Based on the responses from the students, the interest in celebrity-related news stories on Instagram is mixed.</p> <p>While some students express a heightened curiosity and willingness to delve deeper into news involving their favorite celebrities, wanting to verify the information and share it with friends, others indicate a more selective interest. Some prioritize their passion for specific topics or activities over celebrity news, such as Formula One, indicating that personal interests often take precedence.</p> <p>Additionally, the authenticity and genuineness of celebrities play a significant role for some students, with a preference for those who do not overtly market themselves. While celebrity-related content attracts attention from some</p>
	A	Like if it's a celebrity that I like, I would probably search more about it and finding out if it's true or not, and like, I would ask my friends and search in the social.	
	B	I will definitely read content related to a case if it involves someone I like. This is because I want to know what information is being shared and whether there are any hoaxes. If I am already a fan of that person, I am more likely to interact with the content.	
	C	I am not really interested in keeping up with celebrities. However, suppose I am passionate about a particular topic, such as Formula One. In that case, I will devote all my attention to that subject at the moment and keep myself updated with any new information related to it.	
	D	When I come across news or posts on Instagram that involve my favorite celebrity influencers or public figures, I am more likely to check them out. I think celebrities have become great at marketing themselves and it is easy to become attached to them.	

		However, I am more drawn towards celebrities who are authentic and raw, and do not market themselves outwardly. If the news is hot and captivating, I will definitely look into it more.	students, it is not universally appealing, with personal interests and authenticity often influencing their engagement levels.
	E	I am not a hardcore fan of any particular celebrity, but if there is someone I admire, I might be interested in checking out their content. For example, if they post something about their looks or makeup that I like, I would definitely check it out. As for celebrity-related content that interests me, I am drawn to things that align with my taste—like music that I enjoy. If a celebrity produces music that I like, I will listen to it more often and keep up with their latest work.	
5	When scrolling through Instagram, are you more likely to engage with a news story that's trending or relevant to you at a certain time?		Based on the students' responses, students have varying attitudes towards trending content. Some students show a keen interest in staying updated with the latest trends to be informed about what is going on currently and to stay in the loop of conversations. They consider it important to be aware of what is happening
	A	Yes. Because like, I won't be missing out on something that people talk about, and I also want to join what they're talking about.	
	B	If it is genuinely intriguing, it will be worth looking into. However, if it is just a typical viral trend in Indonesia, such as a hot topic or a celebrity artist, most people will likely ignore it. It depends on the situation. If something is being discussed frequently among classmates, it will likely catch people's attention.	

		However, if it is just a trending topic that's not particularly interesting, like food, people will usually ignore it and move on.	around them and actively seek out trending stories, regardless of whether the topic aligns with their interests or not.
	C	I would definitely want to check out a new story on Instagram that's trending or relevant at the time. For example, if a Formula One race is going on and there is some drama, I would like to check it out. Even if it is not within my usual interests, if it is an important topic and everyone around me is talking about it, I would want to be informed and check it out.	On the other hand, some students approach trending topics selectively. Although they may engage with trending content briefly to stay informed, they do not invest much time in topics that do not interest them. These students prioritize personal interest and relevance over merely following the crowd, indicating a more discerning approach when engaging with trending content.
	D	When scrolling through Instagram, I try to engage with both trending and relevant posts at a specific time. I find it important to stay up-to-date with the current events, and so I engage with these posts very frequently. It is nice to be informed about what's happening around me and on social media, so I make an effort to engage with trending and relevant content.	While some students actively seek out and engage with trending news stories on Instagram to stay informed and participate in ongoing conversations, others adopt a more reserved approach, engaging with trending topics selectively based on personal interest and relevance.
	E	To be honest, I do get engaged with some trending topics, but not for long. I am not someone who digs into trendy topics for extended periods of time. So, when I come across information about a trending topic, I usually react like, "Oh, that happened," and then move on to other topics. I do not engage with trending	

		topics for too long because I do not think it is necessary. It is good enough to know what is going on, but I do not go too deep into it.	
6	Sometimes, news stories can be serious or heavy. But other times, they can be entertaining to engage with. How much of a factor is entertainment value regarding the news content you like to see on Instagram?		<p>According to the feedback received from students regarding the importance of entertainment in news content on Instagram, most of them emphasized the significance of entertainment in keeping them engaged with the content. They expressed a preference for content that is not only informative but also entertaining, highlighting the importance of visual appeal and engagement to maintain their interest.</p> <p>Some students believe that entertainment value is crucial to balance out heavier or more serious news stories, providing a distraction and relief from intense topics. They appreciate a mix of both serious and entertaining</p>
	A	Yeah, probably something that interested me. Like comedies.	
	B	It is very important because, for example, the content has to be really heavy, deep, and basically sad—for example, the content can make you think that way. That is why it is essential for me if the content is entertaining.	
	C	As for me, entertainment holds great importance since I tend to lose focus quickly if something fails to keep me engaged. Therefore, I prefer to see entertaining and engaging content on Instagram. If a particular story or post is trending or relevant, I would want to check it out, regardless of whether it falls within my usual interests. For instance, if there is some drama in a Formula One race, I would love to explore it. Additionally, even if a topic is not something I would usually follow, I would still want to stay informed and check it out if	

		everyone around me is talking about it.	content to keep the platform engaging and enjoyable.
	D	When I come across content on Instagram, I find that sometimes it can be serious and informative, while other times it can be very entertaining and engaging. Personally, I believe that entertainment value is an important factor when it comes to the content I see on Instagram. If a post only contains text, I often wonder why the creator did not put more effort into making it more engaging and visually appealing. Even when it comes to religious content, I believe that it can be made more engaging by including additional information and making it more interesting to read, rather than just attaching an ayat or a verse.	Overall, entertainment value plays a significant role for students when consuming news content on Instagram. They value content that is visually appealing and engaging and capable of balancing serious topics with lighter, more entertaining content to maintain their interest and provide a well-rounded experience on the platform.
	E	I personally believe that entertainment is an important factor when it comes to the content on Instagram. Sometimes, the content can be heavy or serious, and in those cases, it is nice to have some entertaining content to balance it out. It can be a good distraction from heavy topics and can help you forget about them for a while. So I think that having a mix of both serious and entertaining content is important on Instagram.	

4.1.2.2. The Results of Interviews and Observations on Factors Affecting Students' News Values Acquisition

The author identified the significant factors influencing 10th-grade at Tunas Mekar Indonesia students in obtaining their preferred news values on Instagram. The study aimed to reveal the support and hindrance factors affecting students' news preferences and consumption habits. The author analyzed communication barriers, such as mechanical, semantic, and human barriers, that could impact students' news consumption on Instagram.

Table 3: Research Results Regarding Factors Affecting Students' News Values Acquisition

No	Informant	Interview Result	Observation Result
1		Have you ever experienced issues with your internet connection, your gadget malfunctioning, or the Instagram app itself, which prevented you from accessing or engaging with news content on the platform?	Most students have experienced issues with their internet connection, gadgets malfunctioning, or the Instagram app itself, which prevented them from accessing or engaging with content on the platform. These issues occur occasionally or randomly rather than being a frequent problem.
	A	I'm trying to see a post and it took so long to load. Often.	
	B	Of course, it happens often. For example, the direct message [feature] often has bugs; it lags. If you check another account, it works. The internet connection, ... sometimes it is terrible. It only happens a moment.	
	C	I often experience difficulties connecting to any platform due to poor internet connection in some parts of my room. However, it is	

		not a significant issue as it happens occasionally throughout the day.	Common issues include slow loading times, lagging or bugging of certain features like direct messaging, and temporary internet connectivity problems. While some students indicated these issues were minor inconveniences, others found them more frustrating, particularly when accessing or sending important content.
	D	Yeah, I used to face issues with my internet connection at home as the Wi-Fi was really bad, but thankfully it's not anymore. However, it used to bug me a lot, so I switched to cellular data. As for my daily life, I don't face any major issues with my internet connection, but it does happen sometimes, especially here at TMI.	
	E	Yes, I have experienced issues with my internet connection and gadgets many times. There have been instances when the Instagram app itself malfunctioned, preventing me from getting the content I like on Instagram. It usually happens randomly and is not a frequent occurrence. For instance, when I want to send an important message, the internet just stops working. However, it happens only once in a while and not throughout the day.	
2	How often have you ever encountered a news story on Instagram where you struggled to understand the intended meaning or context, leading to confusion or misinterpretation?		Students often face confusion and a lack of context while reading news stories or social media
	A	Yes, it also happens frequently. Especially when I'm scrolling down through social media and then I found something that I don't understand or like I don't know about it. I would actually	

		look up the comments and search for it.	posts, leading to misinterpretation.
	B	There are many sensitive topics that can be confusing to understand, such as religion. There are also conflicts and dramas that can leave you feeling bewildered. Sometimes, when I watch the news, I find myself asking, "What is this? Where did it come from?" It's a common feeling that occurs frequently, usually within a week. It is less common to experience this feeling within a single day. However, if you use Instagram, you are likely to come across conflicting content that can leave you feeling confused.	They read comments for clarification, research more about the topic, or skip the confusing content altogether. The frequency of such confusion varies among individuals, and students have developed their strategies to resolve it.
	C	I often encounter content on Instagram that I struggle to understand. There are pictures and posts without explanations, which makes me feel confused. I always open the comment section to avoid misinterpretation and see what is up. However, this issue does not happen frequently. It is just once in a while.	
	D	Occasionally, I come across content on Instagram that is difficult to understand and can lead to confusion and misinterpretation. However, I find it easy to clear up the confusion by opening the comments section as there are usually multiple explanations for the post. But, if I cannot find any	

		clarification, I often skip the content and move on.	
	E	I often find myself struggling to understand the meaning or context of content on Instagram, which can lead to confusion or misinterpretation. There are times when I come across posts that confuse me and make it difficult to understand what is going on. Whenever this happens, I check the comments of the post to see if someone has explained the context, which usually helps me understand what's happening. However, this does not happen frequently throughout the day.	
3	Imagine two influencers you see on Instagram: one gives valuable information but poor delivery, and the other gives invaluable information but great delivery. Which one would you choose?		<p>Most students (B, C, E) would choose an influencer who provides valuable information, even if their delivery style is poor. They believe valuable information is rare and important, and helpful information can lead to significant changes.</p> <p>Only two students (A and D) preferred the influencer who delivered tremendous but poor or invaluable</p>
	A	I guess I would choose the first one, the valuable information. When you explain something and it's like too long or like not good, it's just boring and you don't like, you're not gonna be interested in what they're saying.	
	B	Of course, the information is important regardless of how it is presented. If the information is crucial, then it is essential ... For instance, in the last case about Lampung, the information delivery was impolite, but what is the proof? The road in Lampung is better, which is significant. The	

		truth is, even if the presenter lacks communication skills, those with essential information are given preference. This is because important information can bring about significant changes. Without enough information, what is the point?	<p>information, finding skilled public speaking more engaging. Student A initially chose the first option, but their answer hinted at a preference for skilled public speaking, implying they preferred the second option.</p> <p>High-quality, factual information was more important to these students when choosing which influencer to follow on Instagram.</p>
	C	I would choose the one with valuable information even though the delivery may not be great. Valuable information is rare and important, and it is crucial to pay attention to it even if the delivery is not perfect.	
	D	When I am bored, I tend to choose the influencer with great delivery but poor information because it is more engaging to watch someone skilled at public speaking. Even if the information is not that great, I find it more understandable, and it keeps my mind active. On the other hand, if the delivery is bad, I get bored quickly and lose interest, even if the information is valuable. I am sorry, but bad delivery just does not cut it for me.	
	E	I would go with the first one. Even though their delivery might not be perfect, their information is useful and that is what matters the most to me. On the other hand, the second influencer with great delivery but no valuable information is just a waste of time. It is like they are just talking without any facts or	

		useful information. So, I believe that the first influencer is more important and valuable.	
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4.2. Discussion

To address the research question, the author aims to explore the news values that appeal to 10th-grade students on Instagram and identify the factors that significantly influence students in obtaining their preferred news values. The author intends to conduct and discuss the following activities:

- 1) Identify the two highest and lowest news values 10th-grade students prioritize to understand their news preferences better.
- 2) Identify the support and obstacle factors for 10th-grade students obtaining these news values.

4.2.1. News Values Prioritized By 10th-Grade Students

The research explored the news values that appeal to 10th-grade students on Instagram, a popular social media platform among younger generations. Based on the research goal, a customized framework has been developed, comprising six elements likely to enhance engagement with news content among this target audience.

- 1) **Human Interest:** Personal and relatable stories emphasizing experiences, emotions, and narratives are likely to resonate with high school students who are navigating their journeys and seeking content that reflects their lived experiences.
- 2) **Shareability:** As digital natives are highly engaged with social media, 10th-grade students are likely to prioritize content that can be easily shared and discussed within their online communities, aligning with the dynamics of platforms like Instagram.

- 3) Surprise: Unexpected, unconventional, or unusual news stories that deviate from the norm tend to capture the attention of younger audiences drawn to novelty and unique content.
- 4) Entertainment: Given the visual nature of Instagram and the age group under study, news stories incorporating elements of entertainment, humor, or popular culture references are more likely to appeal to the students and align with their interests.
- 5) Relevance: News stories directly related to the lives, interests, concerns, or local community of 10th-grade students are more likely to resonate strongly and be prioritized in their news consumption habits.
- 6) Celebrity: The influence of celebrity culture and public figures cannot be ignored, especially among younger generations. News stories involving celebrities, influencers, or recognizable personalities may be prioritized due to their inherent appeal and potential for engagement among high school students.

This condensed framework is a starting point for investigating the news values that resonate with 10th-grade students on Instagram, maintaining a manageable scope and ensuring alignment with the research objectives. The chosen elements align with the interests, preferences, and developmental stage of the target audience, increasing the likelihood of capturing their attention and fostering engagement with news content on the platform.

The author obtained the results from Table 2, and based on the students' responses, they are more inclined towards human interest and entertainment values when engaging with news content on Instagram. The students' inclination towards human interest and entertainment values in news content on Instagram stems from their intrinsic desire for personal relevance, emotional connection, and an engaging multimedia

experience. These two values resonate deeply with the students, catering to their innate human needs for relatability, enjoyment, and mental stimulation.

In contrast, celebrity and shareability are the least inclined news values that received mixed reactions. Since they received more mixed reactions, they were less consistent and enthusiastic. As detailed in the following analysis, the students resonated more strongly with two values than with the other two values.

A. Two Highest News Values Students Prioritize

1) Human Interest

The responses to Questions 1 and 3 unequivocally highlight the students' strong affinity for news stories that directly resonate with their daily experiences, hobbies, and personal interests. This human interest angle is pivotal in capturing their attention and fostering a deeper level of engagement. By presenting content that aligns with their lifestyles, passions, and personal narratives, news stories become more than mere information—they reflect the students' identities and lived experiences.

This personal connection transcends the boundaries of passive consumption, transforming the news experience into a shared dialogue that resonates with the student's emotions, values, and aspirations. Whether sharing a hobby-related post with friends or discussing a relatable topic, the human interest value creates a sense of community and belonging, nurturing interpersonal connections and facilitating meaningful conversations.

Furthermore, the human interest factor taps into the students' innate curiosity about the human condition, allowing them to explore diverse perspectives, gain empathy, and broaden their

understanding of the world around them. By presenting stories that showcase the triumphs, struggles, and nuances of human experiences, news content becomes a powerful tool for personal growth and self-discovery.

2) Entertainment

The responses to Question 6 underscore the students' desire for news content that informs, entertains, and captivates their senses. In an era of constant digital stimulation, entertainment value becomes crucial in capturing and sustaining their attention amidst a sea of content.

Visually appealing and engaging storytelling techniques, such as vivid imagery, multimedia elements, and creative storytelling formats, elevate the news experience from mere information dissemination to an immersive and enjoyable endeavor. By incorporating surprise, humor, or novelty elements, news stories become more than just factual accounts; they become a source of escapism, emotional release, and intellectual stimulation.

Moreover, the entertainment value counterbalances news content, which is often severe and heavy, offering students a mental reprieve and a temporary escape from the world's weight. By skillfully interweaving informative content with entertaining elements, news stories become more palatable, fostering a sense of balance and preventing content fatigue.

B. Two Lowest News Values Students Prioritize

1) Celebrity

The responses to Question 4 regarding celebrity-related news content on Instagram were varied. While some students expressed heightened interest in news involving their favorite celebrities or influencers, others indicated a lack of interest or prioritized personal interests and authenticity over celebrity news.

Specifically, the responses suggest:

- Some students are likelier to check out news stories involving celebrities they admire or follow, driven by curiosity and a desire to stay updated on their favorite public figures.
- However, other students explicitly stated they are not particularly interested in keeping up with celebrities, preferring to focus on their passions or topics they are genuinely invested in, like Formula One racing.
- A few students valued authenticity over outward marketing, implying a potential skepticism or detachment from overtly promoted celebrity content.

The mixed reactions towards celebrity-related news content indicate that this news value only resonates universally or strongly with some students. While some find it engaging due to personal attachments or interests, others are indifferent or prioritize other factors over celebrity news.

2) Shareability

The responses related to shareability (Question 3) suggest that this news value is less significant a driver than the top two news

values. Although students mentioned sharing and discussing posts about their hobbies and interests with friends, shareability remained a strong and consistent preference across the responses.

Some key points regarding shareability:

- Students focused more on the content resonating with their interests rather than its inherent shareability.
- Shareability was mentioned as a by-product of engaging with relatable or exciting content but not necessarily a primary factor driving their engagement.
- While shareability plays a role, it is not as prominent or consistently valued as human interest, entertainment, or relevance.

Students are more interested in content that resonates with their interests than its shareability. Although they share posts related to their hobbies and interests with friends, shareability is not a primary factor driving their engagement.

Many Instagram students prefer news content that highlights human interest and entertainment values. They want to read stories relatable to their daily lives, hobbies, and personal interests, creating a deep emotional connection and a sense of community. Entertainment value, including engaging storytelling and multimedia elements, is crucial in capturing and retaining their attention in an era of constant digital stimulation.

However, students react mixed to celebrity-related news and shareability. While some show interest in celebrity updates, others prioritize personal interests, authenticity, and relevance over celebrity news. Shareability, although present, is not a primary driver of engagement compared to human interest and entertainment values.

0In summary, students' engagement with news content on Instagram mainly depends on their desire for personal relevance, emotional connection, and an engaging multimedia experience. Human interest and entertainment values are more important to them than celebrity and shareability.

4.2.2. Factors Affecting 10th-Grade Students' News Values Acquisition

The author aimed to identify the factors that significantly influenced students in obtaining their preferred news values. The research was conducted from the standpoint of communication obstacles, and it was expected to reveal both the support and hindrance factors affecting the students' preference for news values.

Communication barriers impede the smooth flow of communication between two or more individuals. Various factors could cause these barriers by disrupting the ongoing communication process and affecting communication effectiveness. Sunarto (as cited in Yudhistira and Trihastuti, 2023) identified three types of communication barriers, namely mechanical, semantic, and human barriers. Mechanical barriers occur due to disruptions in communication media, such as radio waves or internet networks, leading to unclear messages. Semantic barriers occur during the communication process and refer to the obstacles that hinder the understanding of conveyed information, leading to differences or perceptual errors between the communicating parties. On the other hand, human barriers refer to all obstacles in interpersonal communication that originate from within individuals, such as emotional conditions, personal prejudices, and sensory organ impairments.

The authors chose Sunarto's categorization of communication barriers into mechanical, semantic, and human barriers, which aligns more closely with the context of the author's research and the target audience of 10th-grade students on Instagram. This framework captures

the most relevant obstacles students may encounter when engaging with news content on social media platforms like Instagram.

- 1) Mechanical Barriers: Instagram is a digital platform accessed primarily through mobile devices and the internet. Disruptions in internet connectivity or issues with the Instagram app can directly impact students' ability to access and engage with news content on the platform. Identifying these mechanical barriers is crucial in understanding potential hindrances to their news consumption habits.
- 2) Semantic Barriers: As news content on Instagram often involves visual elements (images, videos) and concise captions or descriptions, semantic barriers related to interpreting and understanding the conveyed information are highly relevant. Students may need help comprehending news stories' intended meaning or context, leading to perceptual errors or misunderstandings.
- 3) Human Barriers: The human aspect is particularly significant when studying news preferences and engagement among a specific age group, such as 10th-grade students. Factors such as emotional conditions, personal biases, and individual characteristics (e.g., sensory impairments) can influence how students perceive and interact with news content on Instagram.

Sunarto's framework effectively captures the potential obstacles that directly impact the target audience's news consumption experience on Instagram. In contrast, Cangara's classification, while comprehensive, may include categories (e.g., cultural differences, status, and mindset) that are less relevant or applicable to the specific context of the author's research.

The author's analysis focuses on Sunarto's communication barriers. This approach aims to explore the most significant factors that either help or obstruct 10th-grade students in obtaining their preferred news values on Instagram.

A. Obstacles to 10th-Grade Students' News Values Acquisition

Based on the responses gathered the author concludes that the primary communication barriers for students to acquire news values on Instagram are semantic and human barriers.

1) Semantic Barriers

The responses to Question 2 reveal that students often struggle to grasp the intended meaning or context of news stories or posts on Instagram, leading to confusion and misinterpretation. This semantic barrier arises due to a lack of clear explanation, context, or background information provided alongside the content. To avoid misunderstanding, students frequently rely on reading comments or conducting additional research to clarify the meaning of the news or information on Instagram.

2) Human Barriers

Human barriers are the second most significant issue identified. The responses to Question 3 indicate that students value factual and valuable information over the delivery style or presentation of the content. While most students prioritize influencers who provide valuable information, even if their delivery is poor, some students may be drawn to influencers with excellent delivery skills but lacking substantial content. This difference in preferences highlights the role of human factors, such as personal biases and individual characteristics, in shaping students' news consumption habits. While less severe than

semantic barriers, human barriers can influence students' preferences and decision-making processes when consuming news content on Instagram. Personal biases, emotional conditions, and individual characteristics shape their perceptions and engagement with different types of content and influencers.

As per the responses received for Question 1, it was found that some students face occasional difficulties while accessing or engaging with news content on Instagram. These difficulties arise due to mechanical barriers such as poor internet connectivity, malfunctioning devices, or problems with the Instagram app. However, the students clarified that such difficulties occur only occasionally and not throughout the day. This information helped the author identify the factors supporting students acquiring their preferred news values.

B. Supporting Factors to 10th-Grade Students' News Values Acquisition

Students may encounter difficulties accessing news on Instagram due to a poor internet connection, device issues, or problems with the app. However, these problems are occasional and not persistent. Therefore, the author concluded that students can still obtain their preferred news values even when faced with these mechanical barriers by assuming that these barriers do not exist. The following are the supporting factors to students' acquisition of news values:

- Stable internet connectivity
- Infrequent Instagram glitches

To access news values on Instagram, students need a stable internet connection. To achieve this, they should check their internet speed and connectivity before attempting to access Instagram. They should

also keep their devices updated and optimize their app settings. Additionally, news values can be acquired better when Instagram glitches occur infrequently. Although these glitches can be frustrating, they are not persistent. They can often be resolved by restarting the app or device. Assuming no barriers exist, students can stay informed and up-to-date with the news on Instagram by considering these factors. Overall, this information highlights the importance of reliable technology in enabling students to access news content that is relevant to them.

CHAPTER V

CONCLUSION AND RECOMMENDATION

In this chapter, the author will explain the conclusion and recommendation.

5.1 Conclusion

1. On Instagram, 10th-grade students at Tunas Mekar Indonesia tend to focus more on news stories about their daily experiences, hobbies, and interests. The two highest news values students prioritize on Instagram are "human interest" and "entertainment," as they create a sense of community and emotional connection. On the other hand, they are not interested in content related to "celebrity" and "shareability," the two lowest prioritized news values, and their reactions are mixed towards such content. Instead, they prefer authentic content that relates to personal interests, which ultimately influences their engagement.
2. 10th-grade students at Tunas Mekar Indonesia face "semantic barriers" in grasping the intended meaning and context of Instagram news stories, leading to confusion and misinterpretation, as well as "human barriers" stemming from personal biases and preferences for factual content over delivery style; however, stable internet access and infrequent technical issues with the Instagram app itself support students' ability to obtain their preferred news values focused on human interest stories, entertaining multimedia formats, and content relevant to their daily lives and personal interests.

5.2 Recommendations

1. For the next researcher who will conduct this research:
 - Expand the scope to include a more extensive and diverse sample of students from different schools and backgrounds.
2. For media professionals:
 - Prioritize human interest and entertainment values in news values targeted at younger audiences.
 - Leverage multimedia storytelling techniques and visually appealing formats to enhance engagement and capture students' attention.
 - Collaborate with influencers or content creators who resonate with the target audience's interests and values.
3. For content creators:
 - Focus on creating relatable, personal, and emotionally resonant content that aligns with students' interests and daily lives.
 - Experiment with innovative storytelling techniques, incorporating surprise, humor, and entertainment elements to captivate the target audience.

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Appendix 1. Guidelines for Informant Identity

Name :
Age :
Address :
Gender :
Place and date of birth :

Appendix 2. Interview Guide on Prioritized News Values Among 10th-Grade Students at Tunas Mekar Indonesia

1. If you came across Instagram content related to your daily life, hobbies, or interests, how likely would you engage with it, and why?
2. Imagine encountering a mind-blowing or unexpected news story on Instagram. Something that surprises you. How interested would you be in that kind of content, and why?
3. What Instagram posts do you and your friends like to discuss and share easily? What makes them so shareable and conversation-worthy?
4. Think about your favorite celebrities, influencers, or public figures. If you saw a news story on Instagram involving one of them, how much more likely would you be to check it out? What is it about celebrity-related content that draws you in?
5. When scrolling through Instagram, are you more likely to engage with a news story that's trending or relevant to you at a specific time?
6. Sometimes, news stories can be serious or heavy. But other times, they can be entertaining to engage with. How much of a factor is entertainment value regarding the news content you like to see on Instagram?

Appendix 3. Interview Guide for News Values Acquisition Among 10th-Grade Students at Tunas Mekar Indonesia

1. Have you ever experienced issues with your internet connection, your gadget malfunctioning, or the Instagram app itself, which prevented you from accessing or engaging with news content on the platform?
2. How often have you ever encountered a news story on Instagram where you struggled to understand the intended meaning or context, leading to confusion or misinterpretation?
3. Imagine two influencers you see on Instagram: one gives valuable information but poor delivery, and the other gives invaluable information but great delivery. Which one would you choose?

Appendix 4. Transcript of Interview with a 10th-Grade Student at Tunas Mekar Indonesia

Informant Code	: A
Name	: Javanesa Octa Viola
Age	: 15
Address	: Villa Citra, Antasari
Gender	: Female
Place and date of birth	: Bandar Lampung, 17 October 2008

The Author: For the first question, if you came across Instagram content related to your daily life, your hobbies, or interests, how likely would you engage with it and why?

A: How likely I would be engaged with it ... Can you explain more?

The Author: Okay, so for instance, what is your interest? You're scrolling on social media, Instagram, and you see, like, a ballet pose. Would you most likely interact with it?

A: Yes, I would most likely interact with it. Like, maybe I would like, reshare, or like, save, and yeah, pretty much it.

The Author: Because you like the content, right? That is related to your interests, right?

A: Yes.

The Author: The next question is, imagine encountering a mind-blowing or unexpected new story, really mind-blowing on Instagram. Something that really surprises you. How interested would you be in that kind of content, and why?

A: I would be very interested because it's something that surprises me and I would like to share it with my friends and talk about it.

The Author: So ... next question. What Instagram posts do you and your friends like to discuss and share easily? What kind of posts do you tend to share with other people?

A: Probably it's about hobby-related and about news and interests, like, for example, games and stuff ...

The Author: Next question. Think about your favorite celebrities, influencers, or public figures. If you saw a news story on Instagram involving one of them, how much more likely would you be to check it out?

A: Natalia Osipova. She's a ballerina.

The Author: Imagine, like, feeds just loaded with her. Would you [be interested]?

A: Like, if it's a celebrity that I like, I would probably search more about it and find out if it's true or not, and like, I would ask my friends and search on social.

The Author: Okay, when scrolling through Instagram, are you most likely to engage with a new story that's trending or relevant to you at a specific time? At a specific time, during the election season, or for instance, during a football match or something, during those seasons, would you most likely interact with that content because it is currently trending?

A: Yes. I won't be missing out on something that people talk about, and I also want to participate in what they're talking about.

The Author: Next question. Sometimes, news stories can be serious or heavy, but other times, they can be entertaining. How much of a factor is entertainment value?

A: Yeah, probably something that interested me and ... like funny, like comedies.

The Author: Have you ever experienced issues with your internet connection, your gadget malfunctioning, or the Instagram app itself? Which prevented you from accessing or engaging with the news content on Instagram?

A: I'm trying to see a post, and it took so long to load. Often.

The Author: Next question ... How often have you ever encountered or like seen a news story or a post on Instagram where you struggle to understand the meaning or the context behind it, leading you to confusion and misinterpretation? Have you ever encountered something that seems so weird that you don't understand?

A: Yes, it also happens frequently, actually... Especially when I'm scrolling down through social media and find something that I don't understand or know about ... I would actually look up the comments and search for them.

The Author: Last question. Imagine two influencers you see on Instagram. One gives valuable information but poor delivery, whereas the other gives unnecessary information but great delivery. Which one would you choose?

A: I guess I would choose the first one because it contains valuable information ...
When you explain something, and it's too long or not good, it's just boring, and you don't like it. You're not going to be interested in what they're saying.

Informant Identity

Name : JAVANESA Ocha Vibia
Age : 15
Address : ANTASARI, Villa Citra 1, Bandar Lampung
Gender : Female
Place and date of birth : Bandar Lampung , 17 October 2008

1. If you came across Instagram content related to your daily life, hobbies, or interests, how likely would you engage with it, and why? *hi ✓ ✓*
2. Imagine encountering a mind-blowing or unexpected news story on Instagram. Something that surprises you. How interested would you be in that kind of content, and why? *sup ✓*
3. What Instagram posts do you and your friends like to discuss and share easily? What makes them so shareable and conversation-worthy? *share*
4. Think about your favorite celebrities, influencers, or public figures. If you saw a news story on Instagram involving one of them, how much more likely would you be to check it out? What is it about celebrity-related content that draws you in? *ca ✓*
5. When scrolling through Instagram, are you more likely to engage with a news story that's trending or relevant to you at a specific time? *rele ✓ want information*
6. Sometimes, news stories can be serious or heavy. But other times, they can be entertaining to engage with. How much of a factor is entertainment value regarding the news content you like to see on Instagram? *enter ✓*

1. Have you ever experienced issues with your internet connection, your gadget malfunctioning, or the Instagram app itself, which prevented you from accessing or engaging with news content on the platform? ✓ frequently internet
2. How often have you ever encountered a news story on Instagram where you struggled to understand the intended meaning or context, leading to confusion or misinterpretation? ✓ frequently
3. Imagine two influencers you see on Instagram: one gives valuable information but poor delivery, and the other gives invaluable information but great delivery. Which one would you choose?
boring = no

Appendix 5. Transcript of Interview with a 10th-Grade Student at Tunas Mekar Indonesia

Informant Code	: B
Name	: Ahmad Nafi Hariza
Age	: 16
Address	: Way Halim
Gender	: Male
Place and date of birth	: Bandar Lampung, 29 March 2008

The Author: If you see content related to your life, hobbies, and interests, how likely are you to take it?

B: Definitely will, always, yes, it's definitely ... The thing is, if the content is of interest to me, it must be really interesting. Certainly yes.

The Author: Imagine you see very surprising content. How much will you interact with that content on Instagram?

B: It's great [for me to interact], especially if it's surprising. I mean ... It's definitely very interesting. You really have to see what the information is, and you have to look again. So, definitely ... Yes, you have to stop scrolling; first, look at what the information is about, and this, that.

The Author: What type of Instagram posts do you and your friends share? What makes the content so shareable? Which can be shared and be a worthy conversation?

B: Yes, there definitely is. Like a hobby, it's definitely a hobby. So share, for example, if you have a hobby like airsoft. Usually, it's shared about guesses, after that, it's about gear, the military, after that, apart from the airsoft hobby, there are also other hobbies like that, and usually what's discussed is like that, as well as information about what the political world is like now. Wars, for example, like Ukraine versus Russia or the current IDF, the IDF and Hamas are usually like that.

The Author: Imagine there is a celebrity influencer or public figure that you like. If you see content on Instagram that involves one of the people you like, how much will you interact with that content?

B: Absolutely, especially if you like it. It must be really big. The problem is, for example, there is content about this or that case that he is involved in. Surely, you will immediately see what this information is like. How could it be like that? I'm afraid nothing will come of it. Usually, it's like that.

The Author: So it's like, sure, you'll see it, right?

B: Of course, because even those who are fans ...

The Author: Imagine you are scrolling on Instagram. Are you most likely to interact with content that is currently hot? Is it yes or no? For instance, political season ...

B: ... If it's something that's really interesting, which I personally think will definitely be interesting. But if it's like normal viral things in Indonesia, for example, like... Trending, hot topics, ordinary celebrity artists in Indonesia will definitely skip it. It depends.

The Author: It depends, so for example, if the topic seems like it's general, but it's like it's really being talked about like that, will you read that content, no?

B: For example, if classmates are really talking about something, it will definitely be noticed, but usually, if it's something trending like, oh, this is something that's not interesting, like food or something, I'll definitely skip it, usually leave it alone.

The Author: Okay, continue. Sometimes, on Instagram, the content will be heavy, heavy, and serious, but sometimes, there is content on Instagram [that] has an entertaining factor ... an entertainment factor ... How important do you think the content is to be entertaining or not?

B: It's very important because, for example, the content has to be really heavy, deep, basically sad - for example, the content can make you think that way—that's why, if the content is entertaining, it's really important for me, that's right.

The Author: Okay ... Have you ever experienced problems with your internet connection? Does your gadget have a bug? Or even a bug in the Instagram application that could prevent you from getting Instagram content?

B: Of course, often. For example, the DM [IG] often has bugs; it really lags. Even though I've been back to school, how many times have I tried? If you check another account, it works. It makes you annoyed if, for example, after that, apart from that, the second obstacle is the internet connection, of course, because sometimes it's bad, sometimes it's bad, sometimes it loses singles, and is that that that that that?

The Author: And does it often happen, or is it just a moment like that?

B: Just a moment. Just a moment.

The Author: Next, have you ever encountered content on Instagram that you find difficult to understand? You are confused and afraid of misinterpretation. Have you ever?

B: There are mostly sensitive things that confuse you. Like religion, etc. Some conflicts and dramas make you confused. Sometimes, when I see the news, it's like, "What is this? From where? Where did it come from in the first place?" It's like that.

The Author: Does that happen to you on average in one week or day?

B: Usually in one week. There definitely is. Suppose it's in one day, not so much. However, if you use Instagram, you will definitely see conflicting content that will confuse you.

The Author: Okay. Last one. Imagine you see two influencers on Instagram. One provides very valuable but lacking introductory information, and the other is the opposite. Which one did you choose, and why?

B: Of course, the information is important even though the delivery is poor. Of course, if important information is really important, it's important.

The Author: Even though the way of conveying it is bad, the setting is really bad, that's for sure, right?

B: Definitely, yes. The problem is, what is it like? Like the case [last time] in Lampung, the greeting was not polite ... But what is the evidence? Jalan Lampung is even better. That's it. Why is it more important, even though the presenter lacks, those with important information are preferred? Yes, because of that. For example, if the information is really important, it can definitely change that. If you don't have enough information, what's the point?

The Author: So the point is, it's the content that's important, right?

B: Yes, the content is important.

Informant Identity

Name : Ahmad NAFI HA RIZA
Age : 16
Address : WAY MALIN
Gender : MALE
Place and date of birth : 29 MARCH 2008, LAMPUNG

1. If you came across Instagram content related to your daily life, hobbies, or interests, how likely would you engage with it, and why? ✓✓
2. Imagine encountering a mind-blowing or unexpected news story on Instagram. Something that surprises you. How interested would you be in that kind of content, and why? ✓
3. What Instagram posts do you and your friends like to discuss and share easily? What makes them so shareable and conversation-worthy?
4. Think about your favorite celebrities, influencers, or public figures. If you saw a news story on Instagram involving one of them, how much more likely would you be to check it out? What is it about celebrity-related content that draws you in? ✓
5. When scrolling through Instagram, are you more likely to engage with a news story that's trending or relevant to you at a specific time? ✓
6. Sometimes, news stories can be serious or heavy. But other times, they can be entertaining to engage with. How much of a factor is entertainment value regarding the news content you like to see on Instagram? ✓

1. Have you ever experienced issues with your internet connection, your gadget malfunctioning, or the Instagram app itself, which prevented you from accessing or engaging with news content on the platform?
2. How often have you ever encountered a news story on Instagram where you struggled to understand the intended meaning or context, leading to confusion or misinterpretation? *sering*
3. Imagine two influencers you see on Instagram: one gives valuable information but poor delivery, and the other gives invaluable information but great delivery. Which one would you choose? *bagus - biasa*

Appendix 6. Transcript of Interview with a 10th-Grade Student at Tunas Mekar Indonesia

Informant Code	: C
Name	: Nabilah Putri Salsabila
Age	: 15
Address	: Antasari
Gender	: Female
Place and date of birth	: Bandar Lampung, 10 December 2008

The Author: The first question is, if you come across content related to your daily life, hobbies, and interests, how likely would you engage with it and why?

C: Yes. Because I go to social media almost every day and find content related to my daily life and interests quite interesting.

The Author: Next question. Imagine encountering a very unexpected and mind-blowing new story on Instagram that surprises you. How interested would you be in that kind of content?

C: About 80%. Because on social media nowadays, not everything is 100% true, and I have trust issues.

The Author: ... Okay, so imagine you found out news near you that somebody did a massacre. And someone made content about that on social media. Would you still engage with it? You do not do double-checks and all that. Just only on that platform. Would you engage with it or not?

C: I would.

The Author: You would. Okay, next question. What kind of posts or content do you and your friends like to discuss and share easily? And what makes them so shareable and conversation-worthy?

C: I do not think what I like can be used to have conversations with my friends. So, no.

The Author: Think about your favorite celebrity, influencer, or public figure. If you saw a news story or content on Instagram involving one of them, how much more likely would you be able to check it out?

C: Can it be an athlete? So, for now, I am really into Formula One. My favorite driver there is ... I don't have any bias, so I like all of them, but I like Yuki in particular. He's a Japanese driver ... I will check it every day if there's any new information and

anything about that, like what really. He is the only Japanese driver in Formula One ... I think he is cool.

The Author: Who is the next best thing you like? Would you still apply to the same activities as the first one?

C: I'm not really into finding out about celebrities. So if I am really into one thing, like Formula One, for that moment, I will just give all my attention to that topic.

The Author: Okay, next. When scrolling through Instagram, are you most likely to engage with a new story that's trending or relevant? For instance, during election season or when there is a sports season. Of course, everybody will rave about it, and if you encounter a post about it on Instagram, would you want to check it out or not?

C: I would want to check it out. In Formula One, there is a lot of drama and some tea. For example, a lot is going on at the Australian Grand Prix, like Max getting out of the third lap and George Russell getting crushed in the last lap.

The Author: Or what about outside of your interests? But basically, it is a relevant topic or something like that. Very important that people around you are talking about. If you encountered this topic, would you?

C: I would. It would be a huge deal if all my family members were talking about it. So I need to find out. I'm that type of person.

The Author: So you do want to be informed.

C: Yes.

The Author: Sometimes, news stories or posts can be very serious or heavy, but other times, they can be very entertaining, engaging, and fun. How much of a factor does entertainment value regarding the content you like to see on Instagram?

C: Yeah. Entertainment matters to me because I get really bored easily and lose focus if there's no fun way to say or explain something. So, entertainment is important to me, and I must focus on things.

The Author: Have you ever experienced issues with your internet connection, gadgets, or the Instagram app that prevent you from accessing or engaging with content on Instagram?

C: Yes. So, in my room, it is kind of hard to get something [to get the] internet, so it is kind of hard for me to connect to any platform

The Author: Does it happen a lot or just sometimes?

C: It happens a lot, but it happens in some parts of my room.

The Author: What about throughout the day? Would it be an issue or just for a moment? So, is it only a minor issue?

C: Yeah

The Author: How often have you encountered content on Instagram that you struggle to understand? Does that frequently happen or not? It can lead to confusion, and you want to avoid misinterpretation. Have you ever?

C: I have. so like throughout Instagram. There is like much content that pictures and like there is no explanation to it, so I find it confusing, so I always, um, open the comment section and see like what is up—

The Author: I have to repeat this again ... Is this a major issue, or does it happen occasionally?

C: Once in a while.

The Author: Okay, it is not a major issue, but it just happens.

C: It happens, yeah.

The Author: Imagine you see two posts on Instagram that give very valuable information but have poor delivery, and the other is the opposite. Which one would you choose?

C: I would choose the important information but poor delivery because I felt like important information does not come often, so it is really important that I should pay attention even though it is like for delivery.

The Author: So essentially, you are saying that this is very serious stuff, and I need to hear it, but the person doing it sucks.

C: Yes.

Informant Identity

Name : Novianah Putri Susanti
Age : 15
Address : Jl. Arifin, 9 Mh, 2
Gender : Female
Place and date of birth : Liris, Banjar Lampung date : 10/12/00

1. If you came across Instagram content related to your daily life, hobbies, or interests, how likely would you engage with it, and why? ✓
2. Imagine encountering a mind-blowing or unexpected news story on Instagram. Something that surprises you. How interested would you be in that kind of content, and why? ✓
3. What Instagram posts do you and your friends like to discuss and share easily? What makes them so shareable and conversation-worthy?
4. Think about your favorite celebrities, influencers, or public figures. If you saw a news story on Instagram involving one of them, how much more likely would you be to check it out? What is it about celebrity-related content that draws you in? //
5. When scrolling through Instagram, are you more likely to engage with a news story that's trending or relevant to you at a specific time? ✗ ✓
6. Sometimes, news stories can be serious or heavy. But other times, they can be entertaining to engage with. How much of a factor is entertainment value regarding the news content you like to see on Instagram? ✓

1. Have you ever experienced issues with your internet connection, your gadget malfunctioning, or the Instagram app itself, which prevented you from accessing or engaging with news content on the platform?
2. How often have you ever encountered a news story on Instagram where you struggled to understand the intended meaning or context, leading to confusion or misinterpretation?
3. Imagine two influencers you see on Instagram: one gives valuable information but poor delivery, and the other gives invaluable information but great delivery. Which one would you choose?

Appendix 7. Transcript of Interview with a 10th-Grade Student at Tunas Mekar Indonesia

Informant Code	: D
Name	: Siti Azizah Rania Irawan
Age	: 16
Address	: Pahoman
Gender	: Female
Place and date of birth	: Bandar Lampung, 22 February 2008

The Author: First, if you come across content related to your daily life, hobbies, or interests, how likely would you engage with it?

D: I would very likely engage with it. Usually, I find it interesting and relatable, especially if it is something I have just been getting into. I do not know; I do not have much information about it, but I also really like to see other people's points of view and how they picture that activity to be, you know, their feelings about it.

The Author: Next question. Imagine you encounter a post or news that is mind-blowing, surprising, and unexpected. How interested would you be in that kind of content?

D: I am very interested because I really like up-to-date news. However, I am also scared and skeptical because sometimes it is just hoaxes and clickbait. Yeah, so I just try to find the legitimacy of it first.

The Author: So, what about a new story, for instance? This is a sensitive topic: the number of killings (in Gaza), and that's surprising. Would you still want to be engaged with the content?

D: Yes, I always try to find other people's thoughts about it from the comments or likes. There is this account that I usually follow for Gaza updates. I try to keep updated with their content because it keeps me thinking, "Okay, I still need to pay attention and be aware of this issue."

The Author: What kind of Instagram posts do you and your friends like to discuss and share easily? If there are any, what makes them so shareable and conversation-worthy? Do you have any?

D: Honestly, more comedic. Comedic or recipes because it is [currently fasting month] right now. So, I tend to share many cookie or brownie recipes with my friends. Or activities, actually, because ... You know we're teenagers, we get bored easily. So, I try to find new kinds of activities to do whenever we hang out

The Author: So, you share them?

D: Yeah

The Author: Okay. And do they receive it well?

D: Yeah, they receive it pretty well.

The Author: Do you guys like to converse about it?

D: Most of the time, we just send each other posts or reels.

The Author: Is this just a common thing or very frequent?

D: I'd say it's not once in a while, but it's not very frequent either, so it's in the middle of that, like often.

The Author: Okay, now let's think about your favorite celebrity influencers or any public figures. If you saw a news story or a post on Instagram that involves one of them, how much more likely would you be to check it out? And if so, what about celebrity content that draws you in?

D: Be more interested. I feel like celebrities nowadays are only like marketing, you know, so you get attached to them easily, so it is really easy to engage more with the new ones ... Like celebrities that they do not like outwardly marketing themselves, you have those celebrities you like just because they are raw and very authentic. I guess it is one glance, but I'll look into it more if it is hot news.

The Author: Okay. When scrolling through Instagram, are you more likely to engage with a trending or relevant post at a specific time? For instance, you know, we experienced the season of politics and another specific topic, the ongoing war. That is relevant and trending, especially because people around you and the netizens on social media talk about it.

D: I try to keep myself up to date with everything, so I engage with it very frequently because it's nice to be up to date.

The Author: Yeah, because we do not want to be, you know, not be informed at all.

D: Yeah.

The Author: Exactly. Next question. Sometimes, content on Instagram, whether news or just any kind of content, can be serious or savvy. But other times, they can be very entertaining and engaging. How much of a factor does entertainment value regarding

the content you see on Instagram? Do you think that content needs to be entertaining so that you tie in with the content?

D: Because sometimes when I just see a post with a text or something like that, I always like, why are you so lazy? Just make it yourself, and I feel like that would be more raw and engaging rather than just a text or something even sometimes, for everyone to read for everyone listening, even sometimes religious posts are so boring, like, make it more engaging with it and even more like you get more information out of it rather than just dawah, like not dawah, just like an attachment of a verse, you know?

The Author: Yeah, I get that. Okay, now let's go to our last three questions. Have you ever experienced issues with your internet connection, gadget mode functioning, or the Instagram app? That prevents you from getting the content that you want on Instagram.

D: Internet-wise, yes, because my house used to be really bad at Wi-Fi, but thankfully, it's not anymore.

The Author: Is that very frequent or only sometimes, only once in a while? Or is it all, like, throughout the day, it really bugs you? Or is it only a moment?

D: It bugs me, so I switched to cellular data.

The Author: Oh, cellular data.

D: But for any teacher hearing, it happens frequently at TMI, so please change your Wi-Fi!

The Author: How about your daily life?

D: My daily life? I do not think I have any big problems with it.

The Author: Okay, so it is not a bother.

D: No, no. But okay, it does happen, especially here [at TMI].

The Author: Okay, next question. How often have you encountered content on Instagram where you struggle to understand its meaning, leading to confusion and misinterpretation? For example, you see a post on Instagram, and you just don't get it. Is it frequently or only once in a while?

D: It happens occasionally, but it is really easy to clear it up again by opening the comments because there are so many explanations for that. But usually, when I come across content that is confusing to me, I just skip.

The Author: You skip?

D: Yeah.

The Author: But this is not often?

D: No.

The Author: Because you will be more clarified when you open the comments section.

D: Yes.

The Author: Last question. Imagine two influencers you see on Instagram. One gives valuable information but poor delivery. And the other is the total opposite. Gives bad information but great delivery. Which one would you choose?

D: Honestly, when I am bored, I feel like I choose the trash information because it is way more engaging if you have good public speaking skills rather than just [bad public speaking skills]. Because I find it more understandable, and it is more like... it gets my mind going, you know? If you just [give] bad delivery, like you are just bored watching it, why am I even watching this, even if it is a good value of information? I'm sorry, but it won't be that good if you have a bad delivery.

The Author: Do you think that happens to you—why does that happen to you?

D: I guess when I open my Instagram or like social media, I find that I want to be entertained rather than educated. I have separate times for that.

Informant Identity

Name : SITI AZIZAH RANIA IRRAWAN
Age : 16
Address : PANDAMAN
Gender : FEMALE
Place and date of birth : BANDAR LAMPUNG, 22 FEBRUARY 2008

1. If you came across Instagram content related to your daily life, hobbies, or interests, how likely would you engage with it, and why? ✓
2. Imagine encountering a mind-blowing or unexpected news story on Instagram. Something that surprises you. How interested would you be in that kind of content, and why? ✓
3. What Instagram posts do you and your friends like to discuss and share easily? What makes them so shareable and conversation-worthy?
4. Think about your favorite celebrities, influencers, or public figures. If you saw a news story on Instagram involving one of them, how much more likely would you be to check it out? What is it about celebrity-related content that draws you in? ✓
5. When scrolling through Instagram, are you more likely to engage with a news story that's trending or relevant to you at a specific time? ✓
6. Sometimes, news stories can be serious or heavy. But other times, they can be entertaining to engage with. How much of a factor is entertainment value regarding the news content you like to see on Instagram? ✓✓

Appendix 8. Transcript of Interview with a 10th-Grade Student at Tunas Mekar Indonesia

Informant Code	: E
Name	: Rachael Thias Izzatul Janna
Age	: 16
Address	: Kalibalau Kencana
Gender	: Female
Place and date of birth	: Bandar Lampung, 1 February 2008

The Author: If you come across content on Instagram related to your daily life, hobbies, or interests, how likely would you be to engage with it and why?

E: Usually, when it is helpful stuff, I do not really engage with it. I just like to see the source or where it came from or something like that, and maybe I like to remember or save it in my post.

The Author: Can you explain why you would do that?

E: Why I would do that is maybe the reason is because I might need it in like some point of life, like later in my life, so that is why I would save it for a later time

The Author: [Does this post] relate to your interests, like your hobbies?

E: Yes, usually, it is based on my interest ... Basically, tutorials on how to do stuff I am interested in, for example, makeup or something.

The Author: Okay, next question. Imagine you encounter a post on Instagram that's mind-blowing, unexpected, and really surprises you. How interested would you be in that kind of content?

E: [If] I saw something that I am really interested in, I would probably engage by sharing or complimenting the person who did that, saying, "Oh my God, it is so amazing!" I would compliment them in many ways, compliment their efforts, or something like that.

The Author: Or what about in this context, like, what about like news about, okay, this is kind of sensitive, about like the number of killings on Gaza, for instance. Would you be engaged with it? Would you still?

E: Yeah, I would probably spread more awareness of it. But we like to donate or something like that, so we like to spread the campaign or something like that.

The Author: So, essentially, you say that if you see content that really surprises you, you will interact with it.

E: Yes.

The Author: Okay. Next question. What kind of Instagram posts do you and your friends like to discuss and share easily?

E: Maybe for me, I like seeing a variety of visuals that capture my attention. Maybe I prefer accounts that provide interesting and entertaining content for me and my friends. If we share interesting content, we talk about it through social media or something like that.

The Author: Can you explain to me what makes them shareable and conversation-worthy?

E: By relating. I'll relate this to art. Maybe we can talk about the visuals and how detailed they are. I think that is my answer, yeah.

The Author: Okay, next question. Let us think about your favorite celebrity, your influencers, or public figures. If you saw a news story, like content on Instagram involving one of them, how much more likely would you be able to check it out?

E: How much I would be interested in? Um, I mean, in my opinion, I'm not really that hardcore a fan of anyone, like celebrities. I don't keep up with them, but if I admire somebody, I would probably like them. I don't know, but I don't really often like them. If they post something like that, for example, their looks or something about their makeup, I like it. I would probably be like, check it out.

The Author: Okay, what do you think about any celebrity-related content that perhaps may draw you in? You say that you don't you are not a hardcore fan, but you do to some degree and engage with a factor that you do like, so if you can explain what you think, like celebrity-related content that interests you, can you explain maybe the way that they would produce their music or ...

E: Something like that would get me interested, and if they do make something that I like, it is in my taste. I would listen to it more often and then check on whatever they are up to, like what music they make and what content they make now.

The Author: Okay. Next question: When scrolling through Instagram, are you more likely to engage with content that's trending or relevant to you at a specific time? Okay, for instance, not long ago, Indonesia had a political season, like the presidential election season. Of course, that was a very heated topic that everyone, like everywhere around you, would talk about. Obviously, that is related, right? Would

you be interested, or are you more likely to engage with that topic because it was trending then?

E: Um, I would be engaged with some trending topics, but. It's not for long because I am not really into... I have not really dug into trendy topics for that long. So, when I do get the information about trending topics or whatever, I just react like, oh, that happened. Then, I moved on to another topic and did not engage with trending topics anymore because I did not think it was really necessary. So, it was just like, it would be good enough to know.

The Author: But you would not be in-depth about it, right? Not too deep?

E: Yes.

The Author: Okay, next question. Sometimes, content or stories on Instagram can be very heavy or serious. But other times, they can be very entertaining to engage with. How much of a factor is entertainment regarding the content you see on Instagram? Do you think that entertainment is very important in the content you see on Instagram?

E: Can you elaborate?

The Author: So, sometimes we see on Instagram that the topics that the content creators are making or, like any news media platform, can sometimes be heavy, right? Or serious, right? But of course, there will be other content on Instagram that is very entertaining, that makes you funny, or that makes you entertain. Do you think that's important? Do you think that content needs to be entertaining? Based on your preferences.

E: Well, yeah, for me, I think so, yeah. From the moment you see something very, what, you dislike something you dislike or are very traumatizing to look at, you sometimes need the entertainment for it or something, like to forget about it, if you know what I mean.

The Author: Yeah, yeah, yeah. Because, of course, you need that balance, right? From what I can take from you, [from] your statement. We see Instagram sometimes, and we see heavy things and heavy topics. But of course, we need a daily dose of entertainment just to balance it out. And yeah, that's actually a valid point. Okay, nice. Next question: We have three questions left.

The Author: Have you ever experienced issues with your internet connection, your gadget malfunctioning, or the Instagram app that prevented you from getting the content you like on Instagram?

E: Yes, actually like many times because it's like either the connection is very bad or the service from the app itself is like down because it happens like various of times.

The Author: Can you specify how, like often, and how often?

E: Maybe, well, maybe not that often, but it just like happens very randomly when I want to uh—For example, text a very important message, and then just the internet just Does not work anymore like—

The Author: Is this something that occurs throughout the day? Or just once in a while?

E: Like only like ... Uh, once in a while.

The Author: Okay. Next question: How often have you ever encountered content on Instagram where you struggle to understand the meaning or context, leading to confusion or misinterpretation? Have you ever encountered a post that confused you and made you unable to understand it? How often is that?

E: I guess often, often I do not get the context on what is happening in the, like, the screen or the video, so that way you can, like, uh, I check the comments of the video, and usually it explains what they are doing or what the context is

The Author: And is this happening a lot? Like throughout the day? Or just again, only a fleeting moment?

E: It's like not that often. But it does happen.

The Author: Yeah, okay. It does happen. Okay, the last question! Imagine two influencers you see on Instagram. One gives valuable information but poor delivery, and the other is the total opposite—not valuable information but great delivery. Which one would you choose?

E: I would choose the first one because I think the second one would just be a waste of time. You are not providing any useful information, and you are just like yapping. You are just yapping and then not [speaking] out any facts or like valuable information even though the first one has like a poor. What is it called? Delivery or, yes, poor delivery on the like information or something, it is at least like a good one like people can understand it even though it is like poor delivery. It is like something more important than the second one.

Informant Identity

Name : IZZA
Age : 16
Address : JL. RIDWAN RAIS NO.19 KALIBALAU KENCANA
Gender : FEMALE
Place and date of birth : BANDAR LAMPUNG, 1 FEB 2003

1. If you came across Instagram content related to your daily life, hobbies, or interests, how likely would you engage with it, and why? ✓✓
2. Imagine encountering a mind-blowing or unexpected news story on Instagram. Something that surprises you. How interested would you be in that kind of content, and why? ✓
3. What Instagram posts do you and your friends like to discuss and share easily? What makes them so shareable and conversation-worthy?
4. Think about your favorite celebrities, influencers, or public figures. If you saw a news story on Instagram involving one of them, how much more likely would you be to check it out? What is it about celebrity-related content that draws you in?
5. When scrolling through Instagram, are you more likely to engage with a news story that's trending or relevant to you at a specific time?
6. Sometimes, news stories can be serious or heavy. But other times, they can be entertaining to engage with. How much of a factor is entertainment value regarding the news content you like to see on Instagram? ✓

1. Have you ever experienced issues with your internet connection, your gadget malfunctioning, or the Instagram app itself, which prevented you from accessing or engaging with news content on the platform?
2. How often have you ever encountered a news story on Instagram where you struggled to understand the intended meaning or context, leading to confusion or misinterpretation?
3. Imagine two influencers you see on Instagram: one gives valuable information but poor delivery, and the other gives invaluable information but great delivery. Which one would you choose?