

The Use of Instagram Stories at the Age of COVID-19 Pandemic

Penggunaan Instagram *Stories* Selama Masa Pandemi COVID-19

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Abstract

One of Instagram's features, Instagram stories (IS), which allows users to access videos and photos for 24 hours, is one of the prevalent features used by Instagram users. This qualitative research aims to investigate the use of IS during the COVID-19 pandemic by referring to The Technology Acceptance Model (TAM) as a research framework. The framework observes ten external factors that influence the perception of ease of use and IS's usefulness, affecting the user's attitude to IS, leading to IS's actual use. This study also found the pattern and form of IS uploads, as well as recommendations for the use of IS. Data were collected via interviews and observations of Informant's Instagram Stories posts who are the active IS users who live in the red zones of COVID-19 spread in Indonesia. Overall, all Informants had good attitudes towards IS, which leads to the active use of IS.

Keywords: Instagram stories; Perceived ease of use; Perceived usefulness; Technology acceptance model

Abstrak

Salah satu fitur media sosial Instagram yaitu Instagram Stories (IS), yang memungkinkan pengguna mengakses video dan foto selama 24 jam merupakan salah satu fitur yang sangat populer digunakan oleh para pengguna Instagram. Penelitian kualitatif ini mencari tahu bagaimana penggunaan Instagram Stories pada masa pandemi COVID-19 dengan mengacu pada Technology Acceptance Model (TAM) sebagai kerangka kerja penelitian di mana ditemukan 10 faktor eksternal yang memengaruhi persepsi kemudahan penggunaan dan persepsi kegunaan yang keduanya memengaruhi sikap pengguna akan IS yang berujung pada penggunaan sesungguhnya dari IS. Pada penelitian ini ditemukan juga pola dan bentuk unggahan IS, serta rekomendasi penggunaan IS. Data dikumpulkan dari wawancara dan observasi atas unggahan IS informan yang merupakan pengguna aktif IS yang berdomisili di zona merah penyebaran COVID-19 di Indonesia. Secara keseluruhan, semua informan memiliki sikap yang baik terhadap IS yang berujung pada penggunaan IS yang aktif.

Kata Kunci: Instagram stories; Persepsi kegunaan; Persepsi kemudahan penggunaan; Technology acceptance model,

Introduction

Social media applications exist to facilitate user interaction including blogs, content communities, discussion boards and chat rooms, product and/or service review sites, virtual worlds, and social networking sites (Kaplan & Haenlein, 2010; Mangold & Faulds, 2009). According to Berthon et al. (2012), social media consists of two elements: social and media. The social side involves network dynamics, collective power, and the wisdom and ignorance of the people. In contrast, the media side involves the question of how new media fits into or integrates with traditional media and how marketers should manage and direct marketing dollars in the new ecosystem (Kocak et al., 2020). Based on a report provided by wearesocial.com, in early 2020, there were 3.8 billion social media users. There was an increase of around 9% of users (321 million new users) compared to the previous year, and more than half of the world's population will likely use social media in the middle of this year. Indonesia occupies the 8th position in the world in terms of the amount of internet time use per day for users in the age of 16-64 years. The average time spent is 7 hours and 59 minutes per day. Of the 3 hours, 26 minutes are spent using social media (5th place in social media use in the world). In addition, Instagram ranks sixth most used social media platform globally and is certainly one of the most popular social media in Indonesia.

When it was first launched in 2010, the Instagram application was intended as a photo and video sharing platform. Instagram quickly became popular after its release. Instagram can also be accessed via a website where users can view profiles and comments, but they cannot upload via the website. Communication between users on Instagram can occur at any time as long as they are connected to the internet and almost every moment can be captured and published on Instagram in seconds, where effectiveness, efficiency, fast, interactive, and adaptive are the main attractions of Instagram (Kertamukti et al., 2019). Instagram is a visual-centric application, which allows users to share their lives in a unique and fun way (Annisa, 2019). This application is increasingly being adopted after being acquired by Facebook in 2012. Instagram is same as other social media using user-created content (Science et al., 2007). That means, the content publicly available on the internet reflects a certain degree of creative endeavor and is created outside of professional practice and routine. Most of user-created content activities are carried out without any hope of profit. The motives behind this behavior include being able to relate to group members, achieving a certain level of fame, prestige, and self-expression (Science et al., 2007). User-created content (UCC) is then associated with the short-form video concept, a form of video that is currently gaining momentum, new meaning, and use through social networking services for individual users, "prosumers", and also multinational companies (Sørensen, 2018). Instagram has the ability to embed and share videos on social media, where most content creators are now trying to find or create consumable content in a very short form. Instagram Stories (IS) is a short-form video where the video duration that can be uploaded is 15 seconds in one story.

The "Stories" feature of Instagram was initially popularized by the social media Snapchat. This feature was later also adopted by other social media platforms, such as Facebook and WhatsApp. This feature allows users to access videos and photos that last for 24 hours, which will be deleted automatically unless they decide to delete them sooner. The emergence of "Stories" and the adoption of this function by several social media platforms can be called an essential part of the history of social media. Now,

users who want to upload images and videos that are preferred not to be accessible forever can opt for this feature, as the posts will be gone without committing to delete them (Amâncio & Doudaki, 2017). Thus, “Stories” are considered a new trend of social media that needs to be studied for various purposes, such as user behavior, intended use, and the relationship between the offline and online worlds.

Pesce & Noto (2016) said digital media logic favors short text creation, so the contemporary media landscape is characterized by an abundance of short-lived content. The emergence of a series of new social networks, applications, and functions (e.g. Snapchat, Facebook status, or IS) has introduced a new dimension to the concept of “ephemerality.” Ephemeral is not only about creating content that can be consumed in seconds or minutes but also can only be viewed a few times or only for a certain amount of time (Vázquez-Herrero et al., 2019). This temporal time-bound logic, one of the main characteristics of oral culture, turns into an important property of applications, such as Snapchat (Soffer, 2016) or features such as IS that facilitate “a distinctive practice of sharing that is both instantaneous and momentary” (Bayer et al., 2016).

During the COVID-19 pandemic, which is an acronym for the Coronavirus Disease 2019, using social media remains one of the activities that many people do daily where most people now have to stay in their homes to reduce the spread of the virus that occurs. Schools and offices are closed around the world, so social media is used to keep in touch with relatives and find out the latest developments in COVID-19.

The Stories feature is considered new as it began to appear on Instagram in August 2016. So, there has not been too much extensive research on this topic. It is hoped that this can be an opportunity for researchers to get a detailed understanding of the use of these features. In addition, because its use is still new, the user upload flow is at its highest, so that usage patterns will be easy to see (Amâncio & Doudaki, 2017).

Instagram is a photo-sharing platform where photos get “likes” from users, allowing users to share images of what they are doing, where they are, and who they are with. One of the main motives for using the platform is to follow or gain knowledge of what other people are doing (Sheldon & Bryant, 2016). However, there are other, more complex reasons because users also use the platform not only for surveillance but also for diversion, personal relationships, and voyeuristic needs, which are basically the behavior of watching online content because of the need to learn about the lives of others (Amâncio & Doudaki, 2017).

Amâncio and Doudaki (2017) mentioned eight patterns found in Instagram Stories and Snapchat uploads, namely: displaying emotions, food, interacting, updating (updates), people, self-images, animals, and the environment. Robin (2008) mentioned that presenting emotion is the most popular type of digital storytelling, namely telling the author’s personal experiences. These stories can revolve around significant life events and can be filled emotionally and personally meaningful to both the writer and the audience. The act of showing this emotion can appear in various forms, for example, when a user responds vocally to a subject, expresses feelings, even the classic internet laugh “haha” which is often used to show humor. Food is another internet favorite that has been trending on Instagram from the start, where it will be very common to find users sharing food, drinks, and even recipes with their followers because food is such a large part of their daily routine.

Interaction is a very interesting category that comes from Stories. Generally, only users could provide information for other users to see. However, it turns out that there are lines of communication between the two, as Stories also allow messages to be sent

from one user to another and that these users could give comment on what is happening. Meanwhile, the update pattern follows the literal definition of an event, that is, when the user tells their followers and literally states what they were doing or what they just did. At first, this might be confusing because basically all the content being shared is updating. However, for this pattern, it is necessary to note how immediate the user uploads with the uploaded events.

Users also share Stories that show with whom they are recently. It is common to show people other than the uploader, such as family members, friends, or random people on the streets. Selfies are also a common pattern, which is a popular form of expressing oneself as images to create a digital identity. Also, animals are generally very popular objects on the internet, and for the same reason, they are also present in Stories. Lastly is the environment, which is the space where an event occurs. It will show where the event occurred or where the character is placed. Environment shows where we are and what we are doing right now helps other users place themselves in the reality of the uploader.

Ngai et al. (2015) examined 46 articles published from 2002 to 2011 on the main theories, models, and constructs used to understand social media platforms' diffusion. The research found three main categories related to social media research: personal behavior, social behavior, and mass communication theory. In personal behavior theory, the Technology Acceptance Model (TAM) and personality traits are relatively more common.

TAM is often used to study individual attitudes and behavioral values in adopting various technologies in different contexts (Kocak et al., 2019). Davis (1985) states that behavioral intentions in using any technology can be understood through three factors: 1) attitudes towards use, 2) perceived usefulness (PU), and 3) perceived ease of use (PEOU). The user's attitude towards technology is essential to predict whether the user will actually use or reject the technology, where PU and PEOU influence this attitude. This has to do with how strong people intend to take certain actions (Malhotra & Galletta, 1999). The perceived usefulness describes the user's understanding of how relevant social media is used, while the perceived ease of use refers to the convenience of users using the mentioned social media (Sapkota & Vander Putten, 2018). In the case of online communities, the perceived benefits are information acquisition, information exchange, and relationship building (Chung et al., 2010). The perceived usefulness is used to predict the intentions to use information technology (FD Davis, 1989; RB Davis et al., 1991). On the other hand, perceived ease of use is when one believes that using technology uses little effort (FD Davis, 1989).

Fan et al. (2012) explained that there are two factors that can influence PE and PEOU based on the theory of planned behavior (TPB). TPB argues that subjective norms and behavior control influence behavioral intentions. Behavioral intention is a function of individual attitudes towards behavior. Subjective norms cover the results of behavior and individual perceptions of the ease with which behavior can be displayed. Subjective norms are perceptions of people we think are important about whether or not to display the behavior in question. In other words, an individual's behavior and way of thinking is influenced by friends, family, or colleagues (Fan et al., 2012), while perceived control is the perception of the ease or difficulty of displaying the stated behavior (Ajzen, 1991). These subjective norms and perceived controls can be considered as part of the external factors that can affect PU and PEOU. These external factors include circumstances, experiences, and external influences that can affect the

acceptance of the use of technology (Sapkota & Vander Putten, 2018).

This article will elaborate on the use of the Stories feature on Instagram during COVID-19 for active users who live in the red zone of the spread of COVID-19 in Indonesia. Several references that are considered relevant were collected related to the research topic. Based on the explanation given, this paper will attempt to answer two research questions as follows: (1) What is the attitude of users towards Instagram Stories during the COVID-19 pandemic? (2) What external factors have influenced the use of Instagram Stories during the COVID-19 pandemic? (3) What are the patterns and forms of Instagram Stories uploads during the COVID-19 pandemic? And (4) What recommendations are given related to using Instagram Stories?

Method

This study will explain Informants' experiences who use the Instagram Stories feature using a qualitative research method. Qualitative research allows researchers to collect data in depth in natural conditions and focuses on the Informant's perspective (Malik & Haidar, 2020). Data were collected by conducting interviews with five active IS users who live in the red zone of the spread of COVID-19 in Indonesia.

Before selecting Informants suitable for the study, observations have been made and ensure that the selected Informants are active enough using IS to avoid getting Informants who may not have uploaded anything for a long time. Interviews will also be supported by observations made by looking at the contents of Informants' Stories as additional evidence and will include screenshots of what they uploaded and find out what patterns were found in the shared content. The use of these screenshots has also been subject to prior permission from the Informant.

The interview is an ideal research tool for researchers interested in other people's stories (Siedman, 2006). As this qualitative research aims to understand and explore the human experience, it is possible to modify and add questions during the interview process. The interview was conducted online because the Informant's location was quite far away, while the pandemic conditions did not allow direct interviews. The time taken to conduct the interview was 1-2 hours due to the asynchronous nature of online communication. The data collected is then coded manually, which allows the researcher to understand large amounts of raw data (Basit, 2003) and identify certain patterns (Dey, 1993).

Figure 1 shows that social media use is influenced by users' attitudes towards social media, which are influenced by perceived usefulness and perceived ease of use of social media, both of which are influenced by external factors. The conceptual framework of this study was adapted from Davis's (1985) technology acceptance model.

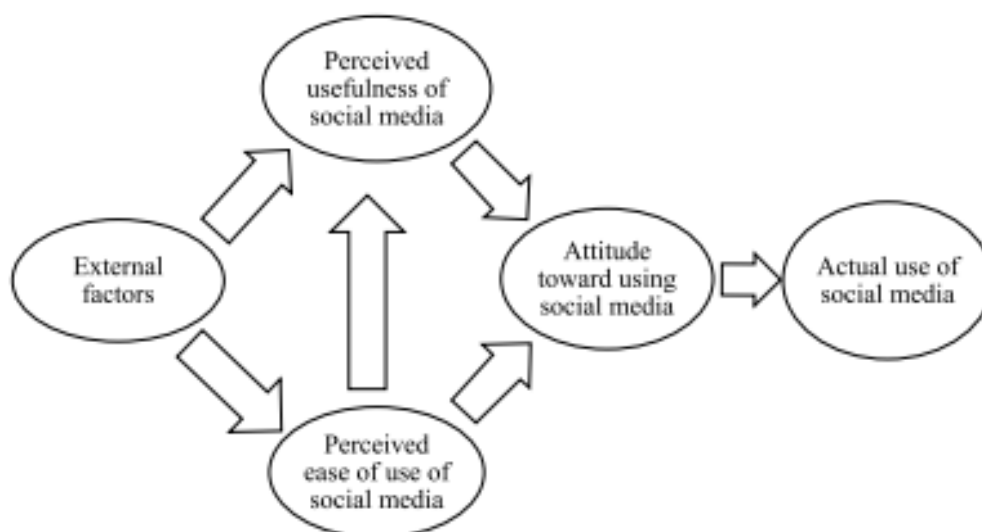


Figure 1. Social media technology acceptance model
(source: Sapkota & Vander Putten (2018))

Results and Discussion

After making the interview transcripts and providing information in accordance with the concepts considered relevant, then coding the results of the interviews with five Informants who were IS users. From this coding produces code categories taken from the conceptual framework previously described which refers to Davis's (1985) technology acceptance model, namely, external factors, perceived ease of use, perceived usefulness, attitudes towards use, and actual use. External factors that influence perceived ease of use and perceptions of use, namely: pandemic conditions, availability of other social media, subjective norms, other activities in the offline world, conveying criticism and personal views, perceived control,

In addition to these categories, patterns and forms of uploaded content were also found based on research conducted by Amâncio & Doudaki (2017), including recommendations that offer an improved experience using IS, as well as recommendations on things that need to be considered when uploading an IS content. This recommendation category was added with the aim of capturing what is considered important for users in deciding to use Instagram Stories.

Informants are students and employees who currently live in the red zone in Indonesia, where their activities are limited with regulations to stay at home to prevent the pandemic spread. This condition, more or less, affects their use of Instagram Stories related to the content of uploaded content and the intensity of uploading content on Instagram Stories.

Uploaded content pattern. From the interviews conducted, it was found that the pattern that emerged the most was displaying emotions, where all the Informants shared their daily activities with their followers in IS. Informants 4 and 5 also shared uploads of past memories when there was still no spread of the pandemic. Other patterns that have emerged are food uploads, updates, and people. The different things found in this study were that before the pandemic, uploads of people were done when they met the person in person. Now, usually, the upload is about a photo or video of their online interaction with that person, such as when they are doing a video conference or when they re-upload (repost) the upload of another account. This was found from the results of their IS uploads observations.



Figure 2. Upload with People Pattern

The form of the uploaded content. Amâncio and Doudaki (2017) also mention the forms of uploads that users often use to convey their stories. From the interviews conducted, it was found that three forms of content were commonly uploaded, namely photos or images, videos, and writings, where the three could also be combined in one upload. Each Informant has personal preferences regarding the form they upload most often. Informant 3, for example, more frequently uploads videos because they think this form can provide a clearer context compared to other forms. This is different from Informant 2, who felt that she did not really like uploading video content and preferred pictures because she felt uncomfortable with her own tone of voice when recording videos. These shapes can be used simultaneously, such as providing an explanation of the uploaded image, so that the viewer can understand the context in the image better.

External factors. External factors include pandemic conditions, availability of other social media, subjective norms, other activities in the offline world, conveying criticism and personal views, perceived control, events that you don't want to share, availability of other sources of information, unusual activity, and features. available on IS. All Informants agreed that the current pandemic condition was the background of the differences in content and intensity of IS use. In a pandemic condition that forces many people to stay at home and limits the movement of the community, it seems that using IS is one of the activities that are quite often being carried out as the frequency of uploading is increasing. The content shared is also changing. For example, Informant 1 is always following the issues that are happening around him. As currently the spread of the COVID-19 virus is an issue that is widely discussed, Informant 1 felt the need to

share information related to COVID-19. Informant 2 himself said that even though people did not upload news that was directly related to this pandemic, there were people who uploaded information related to the impact of COVID-19 in their daily life, such as work from home activities that were carried out as a result of their family not being allowed home to do so to prevent the spread of the virus.

The availability of various other types of social media also makes IS has many competitors. Examples of these social media are Twitter, TikTok, Facebook, and so on. Each of these social media has advantages and disadvantages when compared to IS. One of them is the social media Twitter, which according to Informants 1, Informant 2 and Informant 5, has sufficiently comprehensive and up to date information regarding issues that occur around them. Its feature that allows users to write much writing makes it a social media capable of providing information-rich explanations, as said by Informant 4 who became active in using TikTok social media only since he was at home during the pandemic and even made TikTok the most visited social media. He said, "I now spend more on TikTok than IG stories, because TikTok plays the pages of random videos, not the ones we follow. Also, TikTok's algorithm reads our habits so that content is served according to us". However, regarding the weaknesses of these social media compared to IS, it makes the existence of other social media that are considered incompatible with informants, and instead makes Instagram Stories more interesting.

Apart from the existence of other social media, information can also be obtained from other forms of media, such as Informant 3, who said that to find out information about COVID-19, he did not need to search on IS because it was widely available on television news. The same thing was also expressed by Informant 2, who said that looking for information about his favorite K-Pop artist could be done by watching Korean variety shows. What to do in the offline world also hinders the use of IS. These activities include doing work from home, doing final assignments, getting information and entertainment from other sources, such as television, watching Netflix, or playing games. Playing games itself is an activity that is very often done by Informant 5, considering that he has mobile esports management. Other than that, the types of events that occur in life also need attention because not all events are intended to be shared by users. Most of the content shared is a happy incident, where sad events are deemed unnecessary to be shared with the public in cyberspace, as mentioned by Informants 2,3, and 4. In addition, unusual incidents actually support Informant 2 to share them with their followers on Instagram. For example, when he does something that not many other people do, Informant 2 tends to share it on IS.

Regarding the Instagram Stories features, two features are the main attraction for uploading on IS, namely the Augmented Reality (AR) feature and close friends. This feature was widely available in various forms during a pandemic and was one of the most frequently used by the informants. The most common example is the quiz feature, which is considered fun to play, eliminating boredom when activities are limited at home. The quiz features are also considered to provide a lot of new knowledge for those who use it. This feature is also used by Informant 1 to interact with his followers by taking part in challenges in IS that allow us to compete by tagging the account in question that we want to challenge.



Figure 3. Examples of Instagram Stories uploads using the AR feature playing quizzes

For the close friend feature, it allows users to choose their own group of followers to share uploaded Stories that are considered more private. As mentioned by Informant 5, the content of close friends is a side of him that not many people know. When we choose to upload using this feature, only accounts that are members of the close friends list can view the upload. This feature is used by all informants, where usually there are certain incidents that are deemed inappropriate if shared publicly. Informant 2 admitted that 80% of his uploads were carried out with this feature, "when in public, usually certain events such as friends' birthdays, Eid photos. If close friends really do everyday life, if during the pandemic this is sports and it is clear that the thesis is to pass this".

The last external factor that needs to be considered is the subjective norm mentioned in the theory of planned behavior in which the number of friends and relatives who use certain social media platforms influence their desire to use the platform. This is why Informant 2, Informant 3, and Informant 5 no longer use the Snapchat social media platform, which is a social media pioneer that uses the concept of Stories where the features are also very similar. However, because most of the Informants' environment left Snapchat, the Informants ended up did the same thing and chose to use IS with more users from their environment. The situation is as said by Informant 5, "there is no crowd either", inline with other informants.

Perceived ease of use of Instagram Stories during the COVID-19 pandemic. The perception of ease of use relates to the convenience of using IS, where all Informants agree that IS with its various features is very easy to use. Even when a new feature is available, the shape is not much different from the existing features, so it is not

confusing to use it. This makes the adoption of these features happen quickly. However, Informant 1 stated that the problem that might be felt is that when using IS, sometimes there is interference, such as the screen only freezes or auto-force closes where the application closes by itself. This happens when the compatibility between the application updates and the mobile device used does not match. However, this is not considered a significant problem while still being able to do the basic work of IS: uploading pictures, videos, and texts.

Perceived usefulness of Instagram Stories during the COVID-19 pandemic. Perceived usefulness show how relevant IS is to its use in everyday life during a pandemic. All Informants agreed that IS has several uses. For instance, they all agreed IS is to fill a lot of free time as their outdoor activities were very limited and often caused boredom in their daily lives. IS is also a source of up-to-date information about the lives of those who are followed which is a way for Informants to find out the condition of their closest people whom they cannot meet directly during this pandemic. In addition to information on the closest people, these Stories can be a source of information for the public on the figures they like. Informant 3, for example, follow several *influencers*, and Informant 2 is looking for information about his favorite k-pop artist with IS. The content that has been uploaded is immediately stored in the Instagram *archive* feature after a period of 24 hours has passed automatically. So, there is no need to be afraid that the content will be lost and can be seen at any time by the user who uploaded it.

For Informant 5 himself, IS is used to provide the latest information related to his *mobile sport management*. In addition, for Informant 1, because sometimes he uploads information that is sensitive enough, it is not uncommon to bring anger to people who do not like it. Informant 1 also said that regularly uploading this information helps him choose the right friends in the real world. Indeed, he said, “because I know, these people are not suitable for typical information that I like to upload or share, nor they are matching in a discussion later if you meet in real life. Selecting friends is that easy”.

Attitudes towards using Instagram Stories during the COVID-19 pandemic. All Informants were quite satisfied with the services available at IS. They feel that IS has done a good job as one of the main features of Instagram. However, there are still some drawbacks that might be improved especially. As mentioned by Informants 4, if IS do not want to be pursued by their competitors, such as TikTok which is rapidly developing into one of the most popular social media worldwide, IS needs to make improvement.

The real use of Instagram Stories during the COVID-19 pandemic. These real uses of IS fall into two groups. Group 1 is Informants 1,2, and 3 who upload content almost every day, and in one day can provide more than one content. Then, the second group consists of Informants 4 and 5 who do not upload content too often on IS, where the frequency of uploading is once or twice a week. However, both Informants 4 and 5 continue to use IS every day to view the account uploads they follow.

Informant 2 mostly uploads using the *close friends* feature, in contrast to other Informants who quite often upload in *public* features. This use is related to the ease and usefulness felt when using IS, whereas for Informant 5 himself felt that he often did not upload on Stories because he felt that there was nothing to share and preferred to see other people’s uploads. For Informant 4, the rarity of uploading is related to her habit of preferring to use other social media besides Instagram in spending her daily time.

Recommendation. From the results of the interviews conducted, it was found that

several recommendations were given by the Informants to improve their IS experience for the better, as well as things that needed to be considered when uploading content, so that the uploaded content was more satisfying. For its own features related to technological developments, Informant 1 said that it would be very good if Instagram paid attention to the compatibility of the updates provided with various types of mobile devices that are currently scattered, so as to reduce bugs during their use. This is in line with the opinion of Informant 4 who said there were differences in *updates* between iOS and Android devices where he considered one of them to get a better service than the other. On the other hand, Informant 5 said that it would be better if the duration of the video in one upload could be longer and the need to provide more diverse fonts for uploads in written form. Informant 3 said it would be better if the uploader could see the list of people who viewed the upload even after the 24 hour period had passed. In fact, although the uploaded content would be automatically saved in the *archive* feature, the list of accounts that viewed the upload would disappear.

Informant 4 again compared IS with TikTok social media, where he felt there were several things that Instagram needed to emulate from TikTok, so that the content presented was more attractive. For example, IS could provide background music on video uploads and presenting the contents based on user interest. Although the presentation of content based on this interest has been presented in the explore feature on the Instagram application, the TikTok display, which immediately invites users to see these features, makes users engaged faster. This feature has an impact on the more often and longer they use TikTok social media. On the other hand, Informant 2 felt satisfied with the services provided, so that IS had nothing to improve.

Regarding things that need to be considered before uploading content, each Informant has different concerns. For example, Informants 1 and 5 pay attention to the writing they use in the content to be uploaded, such as the grammar used. Informant 2 will pay attention to the music used when uploading video content. Informant 3 suggested paying attention to the surrounding environment where he took pictures or recorded videos as he said “I often stay in the dressing room, right? So if you want to upload you have to pay attention to the surroundings first so somethings you do not want to share is not visible”. Furthermore, Informant 4 will pay attention to the template photos used because they feel satisfied if the uploaded photo looks good with the right template.

This study found that this pandemic condition affects the contents of uploaded post and also the intensity of uploads on IS. This study also explains the external factors that are considered to influence user attitudes towards IS which lead to the decision to use or not use IS as described in the TAM concept (Davis, 1985).

Social media continues to update the features available to suit people’s preference. The newest feature that is currently found on various social media is the “*Stories*” feature, where currently uploaded content no longer needs to be enjoyed “forever” and will disappear by itself within 24 hours. This feature was originally popularized by the Snapchat social media and with its popularity was later adopted by various other social media, one of which is Instagram with its Instagram Stories. This Stories feature relates to *ephemeral* trends on social media, as mentioned by Pesce and Noto (2016) that digital media today prefers the creation of short text, which is characterized by an abundance of short-lived content.

From this research it can also be concluded that there are two types of active IS users. The first is those who actively participate in uploading content, which can be

found in Informant 1, Informant 2, and Informant 3. Then, the second type is those who are less active in uploading content, but actively viewing content uploaded by other accounts that they follow. Informant 4 and Informant 5 fall into this type. Using IS, whether it is participating in uploading content or just viewing content uploaded by other users, is one of the activities that is often carried out to pass the time and get the latest information about the closest people who are currently not being able to meet. It also can provide information related to famous people who interest them, such as influencers and K-POP artists. The use of social media is related to the concept of user-generated content, where the users of social media has the freedom to upload their content freely, which then improving the values of the social media platform in certain situation or context (Kaplan & Haenlein, 2010).

It is also very important for Instagram to continue to improve the services they provide so as not to fall behind with its competitors, such as Twitter, Facebook, and newcomers who are currently rapidly becoming one of the social media with the most users, namely TikTok. However, despite the deficiencies that were still found in IS services, the attitude given by Informants to this service was quite good in that they felt the perceived usefulness overcame these weaknesses, so they continued to use IS in their daily lives during this pandemic.

Conclusion

Social media is a medium for exchanging information that is very popular in today's digital era. This media is always developing all the time following trends in society. The latest trend in social media today is the "Stories" trend which takes advantage of the concept of ephemerality in which the shared content is only presented for a certain period of time in a short duration, namely seconds or minutes.

This study uses the Technology Acceptance Model as a research framework to find out how Instagram Stories are used during the Covid-19 pandemic, as well as what external factors influence its use, namely pandemic conditions, availability of other social media, subjective norms, other activities in the world, criticism and personal views, perceived control, events that do not want to be shared, the availability of other sources of information, unusual activities, and features available on IS. In addition, there were also patterns and forms of IS uploads and recommendations from Informants regarding things that could be done to improve IS services in the future, so as to maintain and even improve Instagram's position as one of the most widely used social media in the world. The recommendations include: paying attention to the compatibility of Instagram updates with various types of existing mobile devices so as to reduce bugs during operation; allowing users to keep viewing a list of other users who have viewed their uploads even after 24 hours have passed; and adapting some interesting features from other social media, such as TikTok. In addition to recommendations for Instagram, the Informant also provided recommendations to users in order to upload better content, namely; pay attention to the writing made before uploading content, such as the grammar used; pay attention to the intonation of the voice when uploading video content; and pay attention to the surrounding environment when taking pictures or videos to be uploaded;

From the analysis conducted, it is known that the attitude of the Informants towards IS is fairly good as evidenced by their willingness to use IS during the COVID-19 pandemic despite the perceived shortcomings related to IS including the availability of other social media. Although this study has provided a number of factors that can be

considered regarding the use of IS, several modifications can be made to provide better results. The first modification is related to the number of samples. A larger sample may provide additional insight and greater reliability with respect to a given result. However, the researcher felt that these 5 Informants were able to show two different types of active IS users: people who chose to actively upload to IS and who chose not to be overly active but actively used IS to view the uploads of other accounts they followed. In addition, only one researcher reviewed, so, an additional coder could provide wider results and higher reliability of research results.

The limitation of this research is also related to the characteristics of the features that will disappear within 24 hours, so it is required to use the platform every day and not miss the 24 hours period because otherwise all uploads will disappear. Another limitation is to have a sufficient number of Informants to be analyzed because you have to find users who can be considered active in uploading daily *Stories*. In other words, it is necessary to pay attention to a number of users before conducting an interview if it is feared that some of them have not uploaded for a long time, for example throughout the week.

This study seeks to explain the behavior of using IS during the COVID-19 pandemic. Future research may focus on the behavior of the dissemination of COVID-19 health information through IS during the ongoing COVID-19 pandemic. Narrowing the research focus is expected to provide additional important knowledge. Research can be carried out by paying attention to the source and accuracy of the health information disseminated and the various forms of content used to convey this information.

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