The Effects of Sharing Stories using Instagram Story on Students' Self Disclosure: A Study on Narrative Paradigm

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Abstract: New media brings a lot of change on people's life. Many people share stories by text, photo, or video in Instagram Story. There is a tendency that people open their lives by sharing feelings and experiences in Instagram Story. This study aims to determine the effect of sharing stories using Instagram Story on Students' Self Disclosure. The independent variable taken from narrative paradigm includes events and existents, while the dependent one includes amount, valence, accuracy/honesty, intention, and intimacy. The sample is 228 students from Tarakanita School of Communication and Secretarial Studies (STIKS Tarakanita), Jakarta, selected using simple random sampling. To collect data, this research took a questionnaire containing 36 items with a Likert Scale (Disagree 1 and 5 for Agree) in March-June 2018. The data collected were analysed using description means and regression via SPSS 22. The results revealed that there is a positive effect of sharing stories in Instagram Story on Students' Self Disclosure for 11.4%.

1 INTRODUCTION

People have used social media in their daily lives to socialize, add friends, gain entertainment, information and news. Social media users can express routine activities by uploading status, photos or videos as well. Many things we can share by social media. Seeing the penetration of social media, Kircova, Yaman, Kose (2018) stated that the most used social networks are Facebook (63%), Instagram (27%) and Twitter (22%).

Taken from Instagram 2013, Hu, Manikonda, and Kambhampati (2014) expressed that "since its launch in October 2010, it has attracted more than 150 million active users, with an average of 55 million photos uploaded by users per day, and more than 16 billion photos shared so far." Kandari, Hunayyan and Hajri (2016) stated that Instagram is an application that "allows people to share with others their daily life activities, lifestyles, habits and interests in pictures and videos." In Indonesia, female teenagers dominate Instagram (IG) users as the active ones. Quoted from https://techno.okezone.com, APAC Instagram Brand Development Lead, Paul Webster states that Indonesia is one of the countries with 89 percent of Instagram users. They are 18-34 years old, accessing IG at least once in a week. Female users dominate IG access up to 63%, while male is only 37%. (Mailanto, 2016)

Talking about expressing emotions, Instagram has Instagram Stories used to express emotions or shows anything. This 24-hour-period feature enables users to express and post anything like videos, photos and music. IG users freely use Instagram Stories to share daily activities or to express feelings. Ting (2014) mentioned that there are four motives people use Social Networking Sites (SNSs). They are information seeking, interpersonal communication (interpersonal utility), self-expression and escape motives. Specifically about self-expression, Ting mentioned that people tend to show their personal image and identity freely nowadays. These include conveying hobbies, interests, ideas and feelings, to other people. Bazarova and Choi (2014) strengthened us on expressing ideas and feelings in social media. They said that millions of people routinely self-disclose personal information on SNSs. This personal information varied from expressing deep personal feelings and opinions to documenting mundane details of daily life.

In accordance with the formulation of the problems determined, the purpose of this study is to

find out how big the influence using Instagram Stories on students' self-disclosure.

2 THEORETICAL FRAMEWORK

There are some theories to conduct based on the topic above.

2.1 New Media

Internet is a new media. Then, what kind of internet is the new media? Lister et al. (2009: 12-13) stated that new media refers on:

a) New textual experiences
b) New ways of representing the world
c) New between subjects (users and consumers) and media technologies
d) New experiences of the relationship between embodiment, identity and community
e) New conceptions of the biological body's relationship to technological media
f) New patterns of organization and production

In addition, Lister et al. (2009: 13) briefly stated that the characteristics of new media are digital, interactive, hypertextual, virtual, networked, and simulated. In line with what Lister et al. said, Mitra enhanced that "the new media is nothing but the amalgamation of all types of media into one form, all the conceptions, ideas and embedded media into the new form." (2011: 2). He continued that new media is divided into 3 aspects, namely new media and technological aspects, cultural and social aspects, and environmental aspects.

New media contents involve interactivity (Lister et al, 2009: 21). This is completely different with old media regarded as a passive consumption. There is a more powerful sense of engagement with media texts, greater sources of knowledge, individualized media use, and greater user choice. New media also create a communicative behavior that leads to person-to-person communication. In this case, social media includes into new media. Dewing (2012:1) stated that by social media, individuals can share photos and videos, share stories and information, express ideas on blogs and participate in online discussions.

2.2 Instagram (IG) Stories

Instagram is a social media application that allows users to upload photos or videos to share with friends / followers (Lavoie, 2015: 79). Two American people, Kevin Systrom and Mike Kreiger,

firstly published this application in October 2010. Bayn in McQuail, (2011: 157) conveyed that social media is a place for people to share and exchange information, ideas, and experiences. Then people use it as a medium to tell stories. In this case, Amancio quoted what Fisher said about telling stories. Fisher said that humans are narrators as well. Instagram Stories enable people to tell stories because human being is principally a human storyteller (Amancio, 2017: 33).

Instagram Stories has the same way of working with Instagram Feed, which is uploading photos or videos. However, it is only valid for 24 hours. Using this feature, our friends may do comments on what we share (photos and videos) if necessary.

The intensity of users uploading photos or videos in Instagram Stories reflects an openness as there is no limit of sharing anything. Amancio (2017: 53) conveyed kinds of stories frequently shared by users:

a) Feelings, emotion
   Users express feelings they feel by writing, putting photos, videos or emoticon (symbol of characters emulating facial expressions). People use emoticons because they can replace sentences or more represent conditions.
b) Interaction
   Users can interact with followers in message features such as giving comments or opinions.
c) Update
   Users share their daily activities.
d) Food
   Showing food in Instagram Stories is one thing users usually upload
e) People
   Users can possibly share family or friends to show a closeness of the relationship.
f) Self-Portraits
   Self-portrait, commonly known as selfie, reflects activities and emotions.
g) Place
   Users upload places indicating the location where she/he keeps a moment on.

2.3 Narrative Paradigm

Fisher saw that humans are narrators. They are storytellers. Values, emotions, and aesthetics are the basis of our beliefs and behavior. In other words, a good story may persuade people than a good argument (Sobur, 2014: 216). A story is a structured-narrative text (Amancio, 2017: 32). A story consists of two things: events and existents.

Events are actions of the actors in the story, in verbal and non-verbal. However, existents are the characters and setting of a story. Events and existents are contents of story. In accordance with the narrative paradigm, quoted by Griffin (2011: 308), Fisher stated that the story conveyed by the communicator has a sequence of events, from beginning, middle, and end. A story invites the receivers to interpret meaning and values of the story as well. Every human being has many stories to tell based on personal experience. This may have the same understanding with story about culture, history, society or economy. Human life is like a series of narration due to personal experiences kept in human memory.

Nguyen revealed that there is a connection between digital storytelling and narrative theory. This can help provide understanding for individuals who tell stories on Instagram Stories (Amancio, 2017: 33). Fisher completed this understanding by saying that digital storytelling can help humans tell stories: what you are doing, who you are, where you are. Instagram Stories provides an access for users to tell stories about their daily lives (Amancio, 2017: 33).

2.4 Self-disclosure

Devito (2010: 201) conducted an understanding that self-disclosure is a kinds of communication in which individuals reveal information about themselves. People sometimes hide information about themselves. This information can be about a person's thoughts, feelings, and behavior. This may also information of people who are very close to him. Moreover, it is a process of making oneself known. In conclusion, self-disclosure is process of sharing information to other people. The information may concern about personal experiences, feelings, future planning, and dreams. Self-disclosure is as a form of honesty that can help humans share stories with others.

Taking Devito statement, Pohan and Dalimunthe (2017: 19) stated five aspects of self-disclosure, namely:
  a) Amount, a quantity that reveals a frequency an individual who reveals himself and the time duration needed to disclose.
  b) Valence, is a positive or negative thing of self-disclosure; pleasant or unpleasant.
  c) Accuracy / Honesty
  d) Intention, the extent to which individuals reveal what they want to express, how much an individual's awareness control

information they want to say to say to others.
  e) Intimacy, an individual can reveal the most intimate details of his life.

3 METHODOLOGY

Based on the description of the problem formulation described, two hypotheses are as follows

(Ho): There is no influence using Instagram Stories on students' self-disclosure

(Ha): There is an influence using Instagram Stories on students' self-disclosure

This study examines two variables. They are one independent variable (X) "Instagram Stories" and a dependent variable "Self-Disclosure" (Y). This quantitative research will find out the influence between two variables. The framework is as follows

Figure 1: Conceptual Framework

The primary data of this research is results of questionnaire. The respondents are students of Tarakanita School of Business Communication and Secretarial Studies (STIKS Tarakanita), Jakarta. The population determined is students who are still active studying there. The researchers chose them because they are in the ages of 18-30 years old, as what data shows the active users of social media. Moreover, they are all female students. The time of research was in February-June 2018. This study took a probability sampling, and the technique is simple random sampling technique.

The population was 532 active students and specified precision or significance level of 0.05, then the sample size in this study was: n = 228,326 rounded to 228. Researchers take Slovin formula to calculate the number of sample size. The questionnaire used Likert scale.

4 RESEARCH FINDINGS

Descriptive analysis used in this study includes the minimum, maximum, mean and standard

deviations of one dependent variable, namely the use of Instagram Stories and the independent variable, which is self-disclosure.

Table 1: Variable Statistics

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Penggunaan Instagram Stories	228	20	50	35.44	5.430
Keterbukaan Diri	228	42	93	66.94	9.681
Valid N (listwise)	228				

Based on the output above, the use of Instagram Stories variable with a total data (N) of 228 has an average value of 35.44; the minimum value is 20 and the maximum value is 50, while the standard deviation is 5.430. Self-disclosure variable with total data (N) of 228 has an average value of 66.94; the minimum value is 50 and the maximum value is 93, while the standard deviation is 9,681.

The reliability uses Cronbach's Alpha. Limit of reliability used is 0.6. Priyatno (2010: 97) said that reliability of less than 0.6 is not good, while 0.7 is acceptable and above 0.8 is good.

Table 2: Reliability Statistics of Variable X

Reliability Statistics

Cronbach's Alpha	N of Items
.860	10

The reliability results of the X variable test can be seen in the Reliability Statistics output. In the Cronbach's Alpha table, the value is 0.860, showing us that it is reliable.

Table 3: Reliability Statistics of Variable Y

Cronbach's Alpha	N of Items
.959	26

The reliability results of the Y variable can be seen in the Reliability Statistics output. In the Cronbach's Alpha table, the value is 0.959. This means reliable.

Based on test of Normality, in the Kolmogorov-Sminov column, we can see that the significance value for variable X (use of Instagram stories) is

0.089 and variable Y (self-disclosure) is 0.075. Because the significance for variable X and variable Y is greater than 0.05, it can be concluded that the population of data using Instagram Stories and self-disclosure are normally distributed.

A simple linear regression test completed this study. The constant is as 45,612. From the results of a simple linear regression test, the regression equation is as follows:

Table 4: Linear Regression

$$Y = a + bX$$

$$Y = 45{,}612 + 0{,}602X$$

Determination (R^2) is as follows

Table 5: Determination Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.338[a]	.114	.110	9.133

a. Predictors: (Constant), Penggunaan Instagram Stories

Based on the output obtained, the number R^2 (R Square) is 0.114 or 11.4%. This shows that the influence of independent variables (use of Instagram Stories) on the dependent variable (self-disclosure) is 11.4%. Other variables are 88.6%. Furthermore, the summary model of R^2 value is 0.338. This shows that there was a low correlation between the use of Instagram Stories and self-disclosure because they were in the range of 0.20-0.399.

5 CONCLUSIONS

Based on the results, the use of Instagram Stories has a positive influence of 11.4% on the self-disclosure of students. Furthermore, based on the results of a simple regression coefficient, t score > t table (5.391>1.971). There is a significant influence between narrative paradigms in sharing stories using Instagram Stories on self-disclosure to students. Researchers then admit that there must be self-disclosure element appears in every single post uploaded in IG Stories.

Discussing narrative paradigms and self-disclosure is still very open for other social media, like Path, You tube, and Facebook. For further research using this topic, researchers can examine the depth and detail about the effects of revealing self-disclosure on by Instagram Stories.

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