

# An Analisis of @ajobendri's Communication Style in Parenting Educational Content on Social Media Instagram

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## ABSTRACT

The best instrument a communicator has for influencing the communicant is their communication style. The style of communication has grown increasingly important, especially for content creators, thanks to the advancement of information technology and the existence of social media, which makes it simpler for people to connect on a single platform. The purpose of this study was to determine the communication style of the Instagram account @ajobendri in providing parenting education. Primary data for this study came from observations made on the social media platform Instagram @ajobendri, as well as from pertinent books, journals, and findings from other studies. This research is a qualitative research using phenomenological methods. According to the findings of the study, the Norton concept of communication is dramatic, i.e., with sound play and diction, animated expressive, i.e., with facial expressions and gestures, open, i.e., with an attitude that encourages two-way communication, impression leaving, i.e., with the capacity to make an impression on his listeners, and relaxed, i.e., with the capacity to be upbeat and friendly.

**Keywords:** Communication Style, Instagram, ajobendri.

## INTRODUCTION

As a type of technology that facilitates information exchange and communication, the World Wide Web offers a social networking platform that serves as an intermediary tool, simplifying human communication. In light of the survey conducted by the Association of Indonesian Internet Service Providers (APJII) on the number of internet users from 2021-2022, a total of 210,026,600 individuals, or 77.02% of Indonesia's total population of 272,682,600 in 2020, were connected to the internet. According to the APJII's findings, it is noteworthy that 98.02% of internet users in Indonesia accessed social media platforms, such as Instagram, WhatsApp, YouTube, and others.

According to Sari & Basit, the development of information and communication technology is currently increasingly providing convenience for the community in obtaining the need for information [1]. According to Doni, social media is an online-based tool that helps and is used to interact or communicate without face to face, using web-based technological sophistication that can turn direct communication into indirect [2]. The results of Harahap's research, et al revealed that the use of social media has brought many changes to people's cultural life. The use of social media brings people's lives to be more advanced and makes people become dependent on social media.

One of the social media derivatives is Instagram. A social media that has the most users. According to Mahendra, the name Instagram comes from the understanding of the

overall function of this application. The word "insta" comes from the word "instant", like a Polaroid camera which at that time was better known as "instant photo". Instagram can also display photos instantly, like polaroids in appearance. As for the word "gram" comes from the word "telegram", where the way the telegram itself works is to send information to other people quickly. It's the same as Instagram which can upload photos using the internet network [3].

Features on Instagram, such as *feeds*, *story*, *reels*, *live* and *shop*. Apart from that, Instagram also makes it easy for users to greet each other via social media *direct message*. In addition to this feature to make searching easier, users can use hashtags (#) with keywords according to their wishes to filter information/posts. In addition, there are features *tagging* to link posts from one account to another account, *sticker link* in stories, and most recently, post collaborations to connect or match one post with two accounts at once. Instagram can be categorized as an educational medium that is popularly used apart from its growing number of users, easy use, access and an attractive appearance. Instagram is a relatively new form of communication where users can easily share information in the form of photos or videos *updates* or *feed* [4].

On development and various Instagram users, Instagram which was originally a medium for sharing pictures has now transformed into an educational medium. The phenomenon of using social media as a media for parenting education among social media users today is a process of information distribution, access, and discussion processes that can be responded to and spread very quickly. With the high use of social media in Indonesia, opportunities are widely opened to use it as a forum for discussion on various issues.

Education Parenting on social media is one of the ways and answers to sources of information for parents and prospective parents regarding childcare. parenting content with a variety of topics that are able to provide knowledge to parents who want to care for children, accompany the growth and development of children, be able to optimize their role and motivate themselves so they can be good parents. The following Instagram accounts contain parenting content, namely, @parentalk, @talkparenting, @parentingtruth, @parentingruqoyyah, @psikologianak.ig, @ummubalqis.blog, @ajobendri and so on. In this study, researchers will analyze the communication style of the @ajobendri Instagram account. The reason for choosing the Instagram account @ajobendri is because the account is a personal account that has discussions about education *parenting* based on Islam. The account name is @ajobendri or Bendri Jaisyurrahman founder and supervisor of our Steps Foundation, family and marriage counselor, resource person in various seminars, discussions, as well as a number of national and author of the book "Fatherman", actively writes and disseminates information on his seminars in [www.fatherman.id](http://www.fatherman.id) and instagram @ajobendri.

The word "parenting" comes from the word "parent" with the meaning of parents. This refers to the activities of parents in caring for and educating their children [5]. Meaning *parenting* or parenting which refers to general education set by parents to their children as a process of interaction between caregivers (parents) and those being cared for (children) in terms of care, encouraging success and protecting as well as socializing the teaching of general behavior that is acceptable in society. Parenting content that is currently in demand by Instagram users is interesting because apart from the need for education, content creators or content creators are also required to show an attractive communication style.

Communication style is important because good content may not necessarily be well received if the communication style shown by the communicator is not appropriate. Communication that occurs between a person and this other person, takes place at different levels of depth. According to Widjaja, the style of communication is influenced by the situation, not a person's type. Communication style does not depend on the type of person but on the situation at hand. Everyone will use a different communication style when angry, happy, sad, interested, or bored [6]. Likewise, with someone who talks to his best friend, someone he just met and children who speak in different styles.

Communication style is influenced by many factors. According to Novitasari, communication style is something that is dynamic and very difficult to predict, like culture, communication style is something that is relative [6]. Communication style also indirectly determines a person's self-image. According to Mahanani, communication style can affect the reception of information in two ways, namely, first depending on habits and preferences, and secondly, the indirect influence of the communicant's communication style on receiving information related to how to present oneself to others [7].

According to Steward L. Tubbs and Sylvia Mos, communication style is characterized by the presence of a will or intention to limit, coerce and regulate the behavior, thoughts and responses of others. People who use this style of communication are known as one-way communicators. Communication style is a set of personal behaviors that are specialized and used in a particular system. Each communication style consists of a set of communication behaviors that are used to elicit a certain response or responses in certain situations. The suitability of a communication style used depends on the intentions of the sender and the expectations of the receiver [8].

According to Norton, communication style is a person's way, verbally and nonverbally, to give signs about what should be understood or understood. Verbal communication can be seen clearly from the words and sentences spoken orally while nonverbal communication can be seen from facial expressions, gestures, eye glances and others. Communication style is a window to understand and understand how to view an individual as a distinctive personality. Communication style can also affect many things such as relationships between individuals, careers, emotional well-being.

Norton has classified communication styles into ten distinct types, which include:

1. Dominant, dominant communicator in interacting. People like this tend to want to master the conversation.
2. Dramatic, in terms of communication tends to be excessive, using things that contain figures of speech, metaphors, stories, fantasies, and sound games.
3. Animated Expressive, colors in communication, such as eye contact, facial expressions, gestures and gestures.
4. Open, the communicator is open, there are no secrets so that self-confidence arises and two-way communication is formed.
5. Argumentative, communicators tend to like to argue and be aggressive in arguing.
6. Relaxed, communicators are able to be positive and mutually supportive of others.
7. Attentive, the communicator interacts with others by being an active, empathetic and sensitive listener.

8. Impression Leaving, the ability of a communicator to form an impression on his listeners.
9. Friendly, the communicator is friendly and polite when conveying a message to the recipient of the message.
10. Precise, the right style in which the communicator asks to talk about a precise and accurate content in oral communication. [9]

Communication style is a form of communication behavior with the aim of getting certain responses [7]. Communication style can affect the reception of information in two ways: first, depending on habits and preferences. We can choose to continue or actively avoid opportunities to deal with other people. Second, the indirect influence of our communication style on the reception of information related to the way in which we present ourselves to others.

In other words, communication styles are specialized interpersonal behaviors that are used in certain situations and each communication style is used to elicit a certain response or response in certain situations as well. The better the communication style used by the content creator in providing information and education, the more attractive the followers will be in responding to a post, or even Instagram users who haven't followed.

Given the provided context, the problem addressed in this investigation is to determine the communication style by @ajobendri in dispensing Islamic guidance for parents on the Instagram platform.

## MATERIAL AND METHODS

To examine in depth the communication style of the Instagram account @ajobendri as a content creator in the field of parenting, the method in this study uses a qualitative descriptive approach. Research with a qualitative approach is research that uses a natural background, with the intention of interpreting the phenomena that occur and is carried out by involving various existing methods [10]. Meanwhile, descriptive research is research that contains data quotations that illustrate the presentation of the report.

The data collection technique in this study was in a qualitative approach, namely data collection was carried out by participant observation of the research object. There are two types of data that will be collected in this study, namely primary data by looking at the visual text of the social media Instagram @ajobendri then secondary data obtained from journals, books and previous research. The paradigm used is the interpretive paradigm. In general, the interpretive approach is a social system that interprets behavior in detail directly observing. Interpretive sees facts as something unique and has a special context and meaning as the essence of understanding social meaning. Interpretive sees facts as fluid (not rigid) attached to the system of meaning in the interpretive approach. The facts are not impartial, objective and neutral. Facts are specific and contextual actions that depend on the meaning of some people in social situations. The interpretive states that social situations contain great ambiguity. Behaviors and statements can have many meanings and can be interpreted in various ways. [10] The interpretive paradigm sees facts as something that is not rigidly attached to a system of meanings.

The use of qualitative descriptive research methods is adjusted based on the theory of communication style and indicators that have been determined through the author's observations of the Ferdy and Didi Show. Conduct content analysis so that it can produce

descriptive data which includes what is said, what is written, including observable behavior of the subject itself, namely @ajobendri.

The suitability of the communication style with the research method as stated in the Communication Style of Norton, which explains that there are ten types of communication styles, namely Dominant, Dramatic, Animated expressive, Open, Argumentative, Relaxed, Friendly, Attentive, Precise, Impression Living communication styles. In this study, researchers used attitude theory. According to Olzon and Zanna [11] attitude changes due to exposure to information from other people.

## RESULTS AND DISCUSSION

### Profil Instagram @ajobendri

The owner of the Instagram social media account @ajobendri has the real name Bendri Jaisyurrahman. Born in Jakarta in 1981 and now resides in Cijuang, East Jakarta. Bendri Jaisyurrahman has five children with a life motto, "smile, enthusiasm, sincerity and believe that Allah loves you even though you don't expect His love."

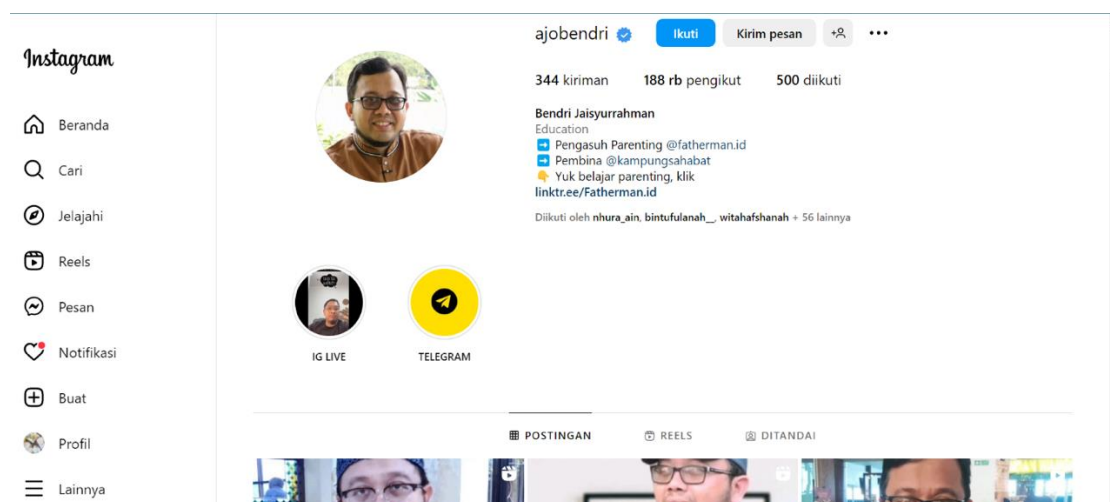
Bendri Jaisyurrahman's education:

1. Mahad Al Hikmah Jakarta
2. FISIP UI
3. Mahas Ustman bin Affan Jakarta

Current activity besides being *missionary*, he is a father activist & practitioner of Islamic parenting, family and marriage counselor, resource person for various seminars, discussions, as well as a number of national and international radio and television shows. author of the book "Fatherman", actively writes and disseminates information on his seminars in [www.fatherman.id](http://www.fatherman.id) and instagram @ajobendri. He is also the founder and coach of the Steps Foundation. The Steps Foundation wants to realize its vision in take a role active to develop the quality of Indonesian families and to make Indonesian children and youth strong, righteous and good.

From the researchers' observations, the @ajobendri account is the only personal account with parenting content that gets *verified* from instagram. It has *verified* from Instagram or this blue tick indicates that the @ajobendri account is an account *real* which has received verification from instagram as a public store. By verifying the @ajobendri account from Instagram, the account will be easily found by Instagram users.

The following is the profile of the Instagram account @ajobendri:



**Figure 1.** Instagram Account of @ajobendri

The presence of Instagram social media makes it easier for someone to express and express themselves. Instagram is a place that makes it easy for users to present themselves as individuals with the unique and interesting features available on Instagram social media. The following is a screenshot of the uploaded reels @ajobendri: In the Instagram reels content, @ajobendri uses verbal and non-verbal communication to convey parenting education. In the reels series "5 Steps for Children to Wake Up Early" @ajobendri only uses non-verbal communication and relies on audio from Maher Zain entitled Good Day.



**Figure 2.** Communication Style – Non Verbal

This video is 27 seconds long, which contains a lot of non-verbal expressions shown by @ajobendri, one of which is opening his hand as if to show something which is then overwritten in that part with white writing on a striking orange background that reads, "no physical activity after evening." And the second sentence, "condition the child in his room". In uploading these reels, @ajobendri uses different non-verbal language in it in order to give characteristics to each point of the 5 steps so that children wake up early, namely:



1. dramatic, where in one of the scenes @ajobendri carries a dipper as a figure of speech to wake up the child.
2. Animated Expressive namely, eye contact, facial expressions, gestures and appropriate body movements.
3. relaxed, this can be seen from @ajobendri's ability to act.
4. impression leaving namely, @ajobendri's ability to form an impression on his audience.
5. friendly, namely @ajobendri being friendly when conveying a message to the audience.

And the last,

Each series of reels or short videos uploaded by @ajobendri is a monologue video, that is, @ajobendri only provides arguments and information and then adds a short text to the post caption.



Figure 3. Communication Style - Verbal

Reels entitled "When Can Boys Have Gadgets?" on figure 4, it lasts 46 seconds and has been watched 123,000 times. In uploading these reels, @ajobendri uses verbal language that tends to be the same, while in the communication style @ajobendri shows,

1. Dramatic, where the sentence said by @ajobendri, "*don't just go to the RT (boy) use google maps*" and "*go to Bekasi immediately get drunk, because Bekasi is a different galaxy.*"
2. Expressive animations, namely, eye contact, facial expressions, gestures and body movements that match the content being discussed.
3. Relaxed, this can be seen from @ajobendri's ability to act.
4. Impression leaving namely, @ajobendri's ability to form an impression on his audience.
5. Friendly, namely @ajobendri being friendly when conveying a message to the audience.

And the last,

6. Precise, the exact style where @ajobendri asks to discuss a content of an expression in an oral communication.

Communication style makes a person verbally and nonverbally, giving signs about what should be understood or understood. The communication style shown by @ajobendri is a window to understand and understand how he is a content creator who has a distinctive personality. Furthermore, the interactive communication built by @ajobendri and his followers can be seen in the following image:



**Figure 4.** Interaction of @ajobendri and his Followers

The screenshot in figure 4 shows @ajobendri's interactive communication with his followers. In the screenshot, a user named @didadsh commented, "My term, go home already like a zombie."

Then replied by @ajobendri, "Pale no blood like that?" then end with emoticons smile and laugh.

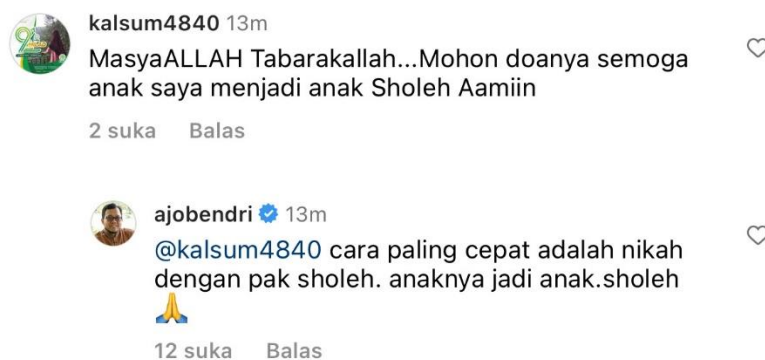
Comment from @ardisenopati, "When I was little, I helped my grandfather to go to the fields, now I work in an office in someone else's office. Want to teach children to be similar to activities in the fields, I'm still confused about what it's like now. In the past, because I also ate from rice fields, I



could work while teaching. So once the paddle 2 islands are exceeded. Do you have any suggestions from Ustadz, ladies and gentlemen?". Then the comment was replied to by @ajobendri, "You don't have to live. Invite backpackeran or just traveling. This is what the prophet used to do to hone men's nature."

Then a comment from @eksaprawira\_a, "Slide 5, 6 hit really well..." then replied by @ajobendri with the sentence, "If you don't slide, that's it. Can hit."

Apart from this, @ajobendri's interactive communication with his followers can be seen in the following screenshot:



**Figure 5.** Interaction of @ajobendri and his Followers

Figure 5 is a screenshot of one of @ajobendri's conversations with his followers. Instagram user named @kalsum4840 wrote a comment, "Masya ALLAH Tabarakallah... Please pray that my son will be the son of Sholeh Aamiin." Then answered by @ajobendri with a joke sentence, "The fastest way is to marry Pak Sholeh. The child becomes a child. pious " then closed with a face down emoticon.

Open two-way communication like this will facilitate mutual understanding in communication. The interaction of @ajobendri followers in utilizing social media explains the fact that the activity of using social media cannot be separated from the level of frequency or frequency in using social media, which on average is very routine. So with the results of this interaction the author concludes the style of communication carried out by @ajobendri is:

1. Dramatic, in communicating @ajobendri often uses sentences containing figures of speech.
2. Animated Expressive or color in communication, such as facial expressions and gestures marked by the use of emoticons.
3. Open, the communicator is open, so two-way communication appears between followers and @ajobendri.
4. Relaxed, communicators are able to be positive and support each other, this is indicated by the solutions provided by @ajobendri when providing solutions to the @ardisenopati account.
5. Impression Leaving, the ability of a communicator to form an impression.
6. Friendly, communicators are friendly.

## CONCLUSION

Based on the results of the research and discussion described in the previous section, the research entitled "@ajobendri's Communication Style in Parenting Educational Content on Social Media Instagram" can be concluded as follows: Based on the ten aspects of communication style put forward by Norton, there are six aspects that are often used by @ajobendri in providing parenting education on Instagram social media. These aspects are dominant, animated expressive, open, relaxed, impression leaving, and friendly. The advice given to the Instagram account @ajobendri is to continue to improve the quality of its Instagram content, by providing information about parenting so that followers get useful and useful information for parents and prospective parents. For future researchers, it is expected to be able to examine more broadly other factors that can influence communication style.

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