

Instagram and the Phenomena of Uploading Children's Photos in Social Media (a Phenomenology Study)

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Abstract

Uploading photos of children to social media has become a commonplace. Even now more and more emerging phenomena such as children's programs and the phenomenon of children's personal Instagram accounts. This study aims to analyze the motives of parents uploading photos of children on Instagram. This study uses the phenomenological theory of Alfred Schutz with the constructivist paradigm and qualitative phenomenological approach. To collect data, in addition to in-depth interviews with 10 informants, there were also observations of the informants' Instagram accounts. Based on the results of research and data analysis that has been done, there are several motives because (because motives) in uploading photos of children on Instagram that are driven by two things, namely the experience of past photo albums and the disruption and limitations of technology owned by parents. While the "For" motives (in order to motives) found are related to 3 things. First, it relates to parents' efforts to make their children known to many people. Secondly, it relates to a demand to share a child's development moments with others, especially to distant families or friends who have not been met for a long time. Third, as an effort to realize the pride and gratitude of the parents for what they have today. Based on the motives above, this study categorizes 3 types of parents in uploading photos of children on Instagram, namely The "Exist" type Parents, The "Sharing" type Parents, and The "Memories" type Parents.

Keyword: Instagram, Phenomenology

Study Background

Instagram is currently not only a photo sharing application for its users but has become a means of gaining profit. This happens not to be separated from the development of communication technology today so rapidly that experts call this phenomenon a revolution. Instagram photo and video sharing applications can be called as the next favorite social media for millennials in Indonesia. Of the 700 million total Instagram active global users today, more than 45 million of them are from Indonesia. This number increased significantly from 22 million active users in early 2016.

Indonesia is an active user in creating Instagram Story content, where users upload content twice as much as the average content of Instagram Story users globally. The active user of Instagram Story itself was revealed to have reached 250 million users.

Instagram is really loved by millennials. This social media has advantages compared to other social media. Instagram allows users to take photos, apply digital filters, and share them to various social networking services, including Instagram's own. Instagram is a social media whose features focus on photo, video applications and have taken the attention of many online users. If in the past we often store our photos in photo albums which of course must be

printed first, then now we can save photos online or digitally without having to fear that the photos are obsolete. According to the Instagram site, the Instagram application was founded by Kevin Systrom and Mike Krieger. This application was released in October 2010. Instagram is an application for sharing photos or images to fellow Instagram users. Photos on Instagram can be used as memories to be seen in the future, can express the situation that is happening and has happened. Instagram social media users want a reaction from their friends or relatives and give comments and likes from uploaded photos or videos.

Uploading photos of children to social media may have become commonplace. However, the fact is that there are many hazards that can occur after parents upload photos of their children to social media. Some time ago, the homeland public was surprised by the cheap baby selling syndicate on Instagram. But now similar baby selling syndicates also appear on Instagram, via @jualbayicantik accounts. This account uploaded a baby photo like Thalia Putri Onsu. Daughter of Ruben Onsu and Sarwendah (Indonesia public figures). The culprit claimed to take photos of Ruben Onsu's child from the artist's Instagram account.

This case becomes nightmare for any parents who often upload photos of their children on social networks like Instagram. The various access to

information available on Instagram, either through caption, geotagging, or other social networking connections, made it is possible to commit criminal acts such as misuse of children's photos, kidnapping of children and others. But some parents are still upload photos of their children even after so many criminal cases of children circulate.

Furthermore, it is related to the emergence of the child celebrity phenomenon which is now increasingly prevalent on Instagram. In Indonesia, many children have appeared. This certainly cannot be separated from the role of parents as people who upload photos and videos of their children and then make personal Instagram for their children.

The so-called kids "Celebgram" (people who gets famous on Instagram) are mostly came from the children of public figures who have been in working the entertainment business for a long time and are well known by the public. They allow the public to know their personal lives, including exposing the photos of their children on Instagram. However, on the other hand there are also many kids celebgram that appear not because of who their parents rather of what their parents did on Instagram. The others are because of the photos of children uploaded by their parents.

The number of phenomena that occur related to uploading child photos on Instagram makes researchers interested

in seeing what the motives of parents in uploading photos of children on their Instagram accounts and how they interpret these actions. To illustrate all one's actions, Schutz grouped them into two phases, namely: a) In-order-to-motive (Um-zu- Motiv), which is a motive that refers to actions in the future. Where, the action taken by someone must have a predetermined goal. b) Because motive (Weil Motiv), namely actions that refer to the past. Where, the action taken by someone must have a reason from the past when he did it. This article will answer the question of how the motives and types of parents upload photos of children on Instagram. To answer the formulation of the problem the researcher used the Phenomenology research method, with data collection techniques through interviews with 10 parents who liked to upload photos of their children on Instagram. They are: Aprilia Indah Sekar Lestari (housewife, living in Ciputat), Riswin Hardiansyah (Aprilian Indah Sekar Lestari's husband), Sakti (Private TV Employees in Jakarta), Andhika (Private TV Employees in Jakarta), Maya Luthfia (housewife ladder lives in Tangerang), Agustina Purwanti (Single Parent), Risa Harluni (housewife lives in Jakarta), Siti Sri Melati and Pradita Octavian (husband and wife) and Yudhistira Arya Syahputra (Employees in Jakarta)

State of the Art

serves as a basis for sharing current social photos at the Southeastern Conference and includes recommendations for more consistent account management. Instagram, a mobile-based photo sharing application, has become an important social media platform with a growing user base of 200 million active users who put up 60 million photos that produce 1.6 billion likes every day (Instagram, 2014). College athletic departments began using Instagram as part of their overall social media strategy. Media relations and marketing professionals are always looking for innovative ways to use social media to connect with stakeholders, and Instagram has become a unique way to share every athletic program in a visual format. A thematic analysis was carried out on photographs shared by members of the Southeastern Conference (SEC) from 1 September 2013 to 30 November 2013, on official Instagram athletic accounts. Six themes emerged from the analysis: (a) Research on the use of new media in various social lives has often been done including Joshua Bowles, entitled *Instagram: A Visual view of the Southeastern Conference* (2016) This research was taken from the *Journal of Contemporary Athletics Action*, (b) Behind the Scenes, (c) Fans, (d) Landmarks, (e) Promotional, and (f) Success. It is important for content managers to realize how Instagram is used.

Theoretical Basis

Phenomenology is a science that is oriented to get an explanation of the reality that appears. Phenomenology connects scientific knowledge with everyday experience, and from activities where experience and knowledge come from. In other words, basing social action on experience, meaning and awareness. This phenomenology is according to Alfred Schutz, an Austrian sociologist in 1899 (Kuswarno, 2009: 17). The core of Schutz's thinking is how to understand social action (which is oriented towards the behavior of other people or people in the past, present and future) through interpretation. In other words, basing social action on experience, meaning and awareness. Where, humans are required to understand each other, and act in the same reality. So that, there is reciprocal acceptance, understanding based on shared experience, and typification of the shared world. In other words, he calls humans "actors". (Kuswarno, 2009: 18). The subjective meaning that is formed in the social world by the actor in the form of a "similarity" and "togetherness" is therefore called an intersubjective because social action is an action that is oriented to the behavior of people in the past, present and future (Kuswarno, 2009:110). According to Schutz, the social world is an intersubjective and meaningful experience, in this case the meaning of action is

identical to the motives underlying the action.

To illustrate a person's actions, Schutz groups motives into two categories, namely: a) In-order-to-motive (Um-zu- Motiv), which is a motive that refers to actions in the future. Where, the action taken by someone must have a predetermined goal. b) Because motive (Weil Motiv), namely actions that refer to the past. Where, the action taken by someone must have a reason from the past when he did it. Schutz's Phenomenology is an offer of a new perspective on the focus of research studies and the exploration of the meaning built from the realities of everyday life contained in research specifically and in the broad framework of social science development (Nindito, 2005:79-94).

Research Result

Uploading photos of children to social media may have become a common thing that is often done by almost all parents. Which parent is not happy and happy when showing his child to the crowd and reaping a lot of praise for the child's growth and development. Uploading photos of children into things that are usually done has even become a trend today. Amid the incessant cybercrime, parents seemed to surrender and could only hope that the photos of the

children they uploaded would not be misused or even become material for public scandal. With so widespread cybercrime, parents try to learn from the experience of public figures who have experienced crime due to uploading photos of children on social media, especially Instagram. However, there are also some parents who do not really bother with this problem. They try to keep thinking positively and responding to these things wisely without the need to be overly afraid.

"If you see a case like that, it depends on our intention, if there are too many negative sentiments, it doesn't need to be ... too, it is always counted on, yes, like that. If I am not alone, there is no fear because it is not a public figure, so my followers are not so much like that, so it is not too much ... if my followers are too many I am happy. It is common in social media that there is a positive negative neutral. There is each character's user. And I am also not a person who is very fast at any comment. Read it, filter it, yes sometimes if friends are paid ..."

Instagram can be made by anyone, kids, teenagers, even parents. They can upload any photos such as food photos, photos of tourist attractions,

photos gathered with relatives or friends and even upload photos of children. Child photos are usually uploaded by parents, both new parents and new children and parents who have long used Instagram. Children's photos may not be strange for us if they are posted on various social media. Among the many photos of children, there must be some things that distinguish between one photo and another.

As with Maya Luthfia's Instagram account there are several photos of her child in various styles that very often use bandana, turbans, headscarves and similar head accessories. This is because indeed the child is a daughter. As we all know girls are always the art object of the mother. Which mother is not happy to see her daughter looking beautiful with various accessories.

There was also a photo of a child from Risa Harluni, a housewife who, thanks to her persistence in uploading photos of children to Instagram and participating in competitions on Instagram, made her 6-month-old child endorse by several online shops. Among them are brands of pampers, stroller, baby clothes and others.

Risa also often posted pictures of her child using other accessories such

as bandanas and hats. Not only photos of children, Risa also often post giveaway, tips on MPASI, competition publications, selling baby goods and many more and that's all she posts along with photos of her child. In additions, there are several photos while on vacation and Risa's child wears a bikini for babies and kimono (traditional Japanese clothes). Risa also often uploads photos every month on the same date when the child is born to commemorate the increasing age of the child every month.

Even recently, Risa began uploading photos of her child memes with her friend's children just for fun. Photos of children on Instagram accounts uploaded by other parents do not have special characteristics. They only post photos of children according to the moment, unique things that happen, and others. However, there were some parents who had posted photos of half-naked children. Usually the photo is taken when the child is swimming or taking a shower. Like Sakti and Maya who did post photos of half-naked children that is when taking a bath and after bathing.

They do this only to capture the moment. In fact, in uploading a child's photo there is certainly an ethic¹⁶⁴

that must be considered even more so when children wear minimal or half-naked clothes. We never know who and what kind of people see our photos on Instagram. Yudhis and Riswin claimed that among the many photos of children they had uploaded, there was one of the most memorable and very valuable photos, namely when their child was born into the world. Photos when children are born are the most frequently uploaded first, especially by new parents.

“Most memorable, the first born. The first time he was born, his skin looks like his mother haha but it’s getting more and more like a father, so it’s getting darker skins. Ha ha ha. When he was born he was really fair. So the most memorable thing is that it looks really big, the eyes are not good, then what ... the face is still really clean. Well, that’s the first born. “

Today more and more children’s programs are emerging which are very easy for us to meet on Instagram. Celebgram is a term for people who succeed in attracting public attention and becoming ‘artists’ through what they post on their Instagram account. In Indonesia, many children have appeared. This certainly cannot be

separated from the role of parents as people who upload photos and videos of their children and then make personal Instagram for their children.

Most “Kids Celebgram” in Indonesia are children of public figures who have been in the entertainment business for a long time and are well known by the public. They allow the public to know their personal lives, one of them is by exposing their children on Instagram. However, on the other hand there are also many children’s programs that appear not because of who their parents are but because of what their parents did on Instagram. The other thing is because the photos of children uploaded by their parents.

Making a celebrity child ever occurred in the minds of some parents who want their children to be known by many people, then get various offers, both advertisements and endorsements. Not a few parents were the informants in this study. Like Mela who had thought about making her daughter’s personal vlog.

“So, right, I was just having this conversation with my husband, let’s make a funny vlog?”. So, I always had Alea’s personal account. Then, I think about it again, this kid is still small but¹⁶⁵

it's really through a deep thought if this kid can make a lot of viewers everything will actually back to her. I mean from the material side. Well, me thinking as mommies hahaha I mean, I just love the idea. For example if you see the milk advertisement or the diapers and my husband, he was like 'so , Alea will be there (in the ads)?' That's the way it is but when seeing baby Alea smiling and laughing we really thought and though should my child make money at this young age? I really just wanted it to be a fad. When it was actually happened, it turned out that the ads are for children age 2 or 3 years old. So, I guess, Alea was not ready to be an advertisement star. I also have not got any permission from my husband. So, I don't know if in the end it will be or might not be?"

Mela does not deny there is a desire to make her child a celebrity and known by many people. As a mother, she certainly can see the potential that exists in her child but on the other hand, she also thinks that children should enjoy also her childhood without having to be touched by the popularity of cyberspace and the real world. She is also afraid of the psychological impact that arises if her child cannot enjoy her childhood and is busy thinking about

material even though the goal is for the child himself. "We just finally thought, she still didn't understand anything. Secondly, more and more people know, everywhere he doesn't have privacy. So, we think more about her psychological effects, how she will grow mentally in the future. Then finally we didn't make it beforehand we thought maybe it would be fun if we get lots of viewers then become popular and get some endorses but again come to think about it for a while, posting this is just as simple as trying to encourage people".

Maya and Dhika have almost the same opinion. They never thought of making their children a celebgram but they also would not refuse if there were indeed endorse offers or advertisements for their children. For them, as long it is positive and still within reasonable limits, there will be no problem. After all, they did not impose their will, but they also did not refuse if there was sustenance.

Among the parents in this study, there were several parents who deliberately made Instagram for their children. Like Risa Harluni who intentionally created an Instagram account for her two children. For Instagram, the first child named Keanu, she admitted that¹⁶⁶

she just fad because she was more excited about having the first child. However, for his second child named Kimora, she admitted making personal Instagram for her child because it was a demand from an online shop that endorsed her child. “Keanu has an Instagram account, but it was just a fad as for Kimora, the Instagram account was made for the shop. The same shop that endorse. They want their own Instagram account. So I was well prepared but I haven’t publish it because I still compose photos. That way”.

Maya Luthfia also had time to make her Instagram child personally with the account name @shakilakhumairahsb. Initially, Maya created her child’s personal Instagram account so as not to interfere with her personal account. However, Maya admitted that the account was now not very active and even she had forgotten the account password. The researcher also tried to check the account and the last photo was uploaded in December 2016. Unlike Dhika who did not create a personal Instagram account for his child even though at first, he had intended to make it.

“At first, I guess it seems like it’s a problem if you have to manage

two accounts. There are friends who have their child accounts. It really is a bother thinking about what will it be later on my personal Instagram account, there will be no photos of my children”.

It’s different with Sakti, Mela, Adit, April and Tina who claim that their children don’t have a personal Instagram account at all. Tina feels better if her own children make their Instagram account if they are old enough to create an account. Agreeing with Tina, April also felt that there was no need to create an Instagram account for her children because they could not set up their own account.

“Yes, what for, I mean the one who manage the account is the mommies and then you post the same photo too. Anyway, little kids can’t use Instagram yet, right?”. Sakti has the idea that children should not be introduced to social media especially Instagram. For him, Instagram did not provide meaningful benefits to his children, he even feared that if making his children Instagram, it would affect the behavior of the child.

Indeed, most of the parents who became informants in this study did not make personal Instagram for their children because they felt they did not need it. On the other hand,¹⁶⁷

researchers feel this is related to their motive for uploading photos of children on Instagram.

“Not. It is on purpose. So, I did it on purpose for not introducing any of my kids to Instagram. In my opinion there is no benefit for them. The fear of them becoming even more eager on Instagram, it gets me and I know it will also be a little problem in the future”. Discussion in the phenomenological view of Schutz, the social world is an intersubjective and meaningful experience. In this case the meaning of action is identical to the motive underlying an action. Schutz classifies motives into two categories, namely the “Because” motives and the “For” motives (The in-order-to motives). The “Because” motive is an action that refers to the past. Where the action taken by someone must have a reason from the past when he did it while the “For” motive refers to actions in the future where the action taken by someone must have a predetermined goal.

After observing and conducting in-depth interviews with the informants above, the researchers found that parents had different motives in uploading children’s photos on Instagram. The motif found will be divided into

two parts based on the motive of action according to Alfred Schutz.

A. “The Because” Motif

Instagram it was very helpful in collecting various photos including photos of her children. He also did not want his children to feel the same with him when he grew up, namely not being able to see their childhood photos. By uploading photos of children to Instagram, Dhika can see them anytime and anywhere.

The “Because” motives are related to past actions. In this study, the motive for being found by informants was related to the experience of photo albums in the past. Long before the advent of various technologies like now, we still use photo albums to store various photos as memories that we can see at any time. However, of course the photo album is limited and is not durable because a printed photo will look outdated when consumed by age. The quality of photo prints in its era is certainly different from the quality of photo prints in the present.

In addition, it turns out not everyone has seen photos of past memory printed and put into photo albums. Like Dhika who told the researcher

about his desire to see his childhood photos first, but he could not get them because the photo album was lost somewhere. Dhika admitted that indeed with the presence of new media technology like intentionally uses the hashtag #RatuAndhinaLateesha and #AlaricArkaPutraPrasasti to make it easier for him and even people to find photos of his child from the beginning he uploaded.

The motive for others is related to the disruption and limitations of the technology possessed by parents. Their experience with the limitations of mobile memory cards even when their cellphones are lost makes parents look for solutions. Moments that are captured through photos certainly no one can replace it, especially if the captured is the moment of the baby. It's a pity if we can't capture the moment just because the mobile memory card is limited or damaged. Not only that, of course it will be very sad too when so many photos of children are stored on the cellphone but when the cellphone is lost, the photos will also disappear.

For some parents in this study such as Sakti and Riswin uploading photos of children on Instagram based

on past experiences which forced them to look for ways to still be able to see photos of children anytime and anywhere without interference or limited media.

B. The “For” Motives (In Order To Motives) Motives to relate to future actions

In this study, the motives for those found from parents are very diverse. Uploading photos of children for some parents has become a routine activity every day. There are also those who use these routine things to be an opportunity to be known by many people. As Maya is very active uploading photos from various activities of her child. Just like Maya who also began to often include her children in various photo competitions on Instagram, Risa also initially just included her children in various photo competitions, instead bringing her to be quite busy parents. lately because many online shops are starting to use their children as endorse models. In addition, thanks to his association with mothers whose children became celebrities, Risa was influenced to make her child a program too. Other motives can be found when viewing Risa's Instagram page where there are so many photos about sharing experiences about¹⁶⁹

breastfeeding mothers and information on children's needs. This is recognized by Risa as one of the goals why she uploaded a photo of a child on Instagram.

Motives for others can be obtained from parents who do upload photos of children as a necessity to share children's development moments with others, especially to distant families or friends who have not been met for a long time. Like April and Yudhis who actually has uploaded photos on Instagram just to share the moments of joy and development of children to their families in Medan where many of other distant family member who didn't get the chance to know about their children now actually became aware because of the photos they uploaded. Other parent, Tina, also had the same reason where she wants long old friends she hasn't met for a long time, could find out the news and the situation of her children through photos she uploaded on Instagram.

There are also pride motives felt by Mela and Adit. Mela, who initially did not think she had become a mother, admitted that uploading a child photo as a form of her pride and gratitude for what she has now and the emergence of a sense of wanting to show people how

proud she is to have a child.

Schutz also made a model of human action made through a process which he named "typification". This typification takes place throughout human life. The type depends on the person who makes it so that we can recognize the types of actors, actions, personalities and so on. This type of typing is made based on the similarity of objectives, but in a structure that is relevant to the object of research (Kuswarno, 2009: 38-39).

The researcher typified the identity of parents who uploaded photos of their children on Instagram into 3 groups based on similar motives, namely Parents Exis, Parents Sharing and Parents Memories.

a. The "Exist" Parents

Parents in this first type are parents who are very active in activities on Instagram, whether it's uploading photos of children, including children in various competitions, or using Instagram features such as Insta Stories, Insta Live, Hastag and others. Besides this, the "Exist" parents are also aggressively display all the activities of his children on Instagram. They are very happy if what they show gets a response from a lot of people even from unknown people. Risa uploads photos of children more than 7 times a

week. She also displays different photos and is arranged neatly enough to be seen. Risa's hobby of including her children in photo competitions on Instagram has created the opportunity to be endorsed by various products from the online shop. She is required to post photos every day and also have to create a personal Instagram account for her child as a form of feedback from the online shop that endorsed her child.

Maya is also put in the "Exist" parent type. She is very active in uploading children's photos with long and deep caption. As a result, she can upload photos of children more than 6 times a week. She also uses Instagram Story feature very often on various occasions. Maya also quite often includes her children in photo competitions.

Parents with this genre always show good photos with long captions and are accompanied by hashtags according to the caption. Photo captions sometimes contain long phrases and stories behind the photo. High intensity in using features such as Instastories and InstaLive is also a characteristic of the "Exist" parents. In addition, parents in this genre are also often share parenting activities around the world of children. Being friendly and looking good in the eyes of

others is also another characteristic in this type. For them, the response of others is very valuable. When they are kind and friendly with others, surely others will respond well.

b. The Sharing Parents Type

Parents in this genre assume that first, it is now becoming more frequent to communicate on Instagram.

c. The "Memories" Parent Type

Uploading a child's photo is a pride that needs to be shared with others. For them, uploading photos of children is obligatory. It is seen as a form of disseminating children's activities in order to meet the demands of others, especially family and friends. April, Adit, Mela and Yudhis are in this "Sharing" parents. Like April, which is indeed uploading photos of children to please their families in Medan so they can see all the activities and development of the child. Sharing moments and happiness and showing pride in their children to others is a characteristic of this type.

Mela admitted to the researcher that the way she showed her pride and happiness to be a mother was by uploading photos of her one-year-old child. Not much different from her husband, Adit who also in this parents type. Adit who has Manado bloodline, was very proud of having a daughter. He claimed that if he has a daughter in his family tree it would be valuable in the family. That's why he uploaded photos of

children.

Yudhis too, as a new father, he just wanted to show people, especially his family, that now he had children. Moreover, since he uploaded photos of children, many families or relatives he had never known at a memory is the most valuable thing for parents who are in this type. The “memory” parents are very family oriented which means, for them, family is everything. Memory with family, especially with their children, is a memory that cannot be recovered. Dhika, Sakti, Riswin and Tina belong to the parents’ memories type. Three of them had past motives that caused them to upload photos of children. Dhika admitted to the researcher that he wanted their children not to have the same experience as their father who could not see the memories in his childhood. That is why Dhika uploaded a photo as a long-term memory that when his children grew up, they could see their small photos from the beginning.

Technology change has changed the way we think to be able to keep up with the flow. The presence of new media technologies such as the Internet, in which there are smart and useful applications such as Instagram, turning people who originally used photo albums to store photos, now use Instagram as their version of the digital album. Indeed, among so many social media, Instagram is the most popular

for storing and various photos and videos. Unlike other social media that has too many features. With technological limitations such as mobile phones or memory cards to store various files, Instagram provides a solution. Only by connecting to the internet, whoever, anytime and anywhere, ones are able enter their Instagram account. This is what happened to Sakti and Riswin. They assume that nothing can limit someone to upload their valuable memory on Instagram.

As a single parent who does not work, Tina is very often spending time with her children. Her closeness to her two children made the researcher put her to the “memories” parents type. As Tina admitted, she could still survive as she is now just because of the sake of her children. Uploading a child’s photo like making a valuable memory for her. She also wanted to show how happy she is now with her children. She also admitted that all the photos of the children she uploaded had their own stories. So, the memories of this parent’s characteristic are more emphasis on family oriented and memories oriented. They do not have a specific purpose in uploading the photos of children. It is pure to only storing the memory with the child as much as they could, so they can later see when they have grown up.

Conclusion

There are several motifs found from parents in accordance with Schutz's statement based on The "Because" and The "For" motives (in order to motives) include:

- a. The "Because" Motives or the motives of the past are driven by two things, namely the experience of past photo albums and the disruption and limitations of technology owned by parents. Their experience with the limitations of mobile memory cards even when their mobile phones were lost, made parents look for solutions to still be able to see and save photos of their children.
- b. The "For" Motives or future motives related to 3 things. The first relates to parents' efforts to make their children known by many people by participating in various competitions and starting to explore the world of celebrities. Secondly, it relates to a demand to share a child's development moments with others, especially to distant families or friends who have not been met for a long time. Third, as an effort to realize the parents' pride and gratitude for what they have today with the emergence of a sense of wanting to show people

how proud they are of having a child.

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