

Instagram-: The New Environment of Art and Creative Public Pedagogy Nowadays

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Abstract: The technology developments nowadays continue to grow, which all have the right to become agents in dissemination of new knowledge. The Instagram has become an art space in the new pedagogical environment through public space. The shared content in the Instagram always rises rapid interaction. The form of its interaction are appreciation through its comments, discussion or "like". These interactions measure a person's thinking ability in improving visual literacy knowledge through social media. Users view the importance of Instagram as a teacher, parents who are believed to be the primary source to gain new knowledge. This was based on the tendency of easy interaction between Instagram user. This study aimed to explain the contribution of Instagram as a environment of public pedagogy that has an impact on visual literacy skills. The results showed that visual literacy believes that the presence of images from the world of Instagram has contributed to the need for creative imagination and critical thinking literacy, self-satisfaction, and education. Instagram as a new learning world collaborates into conventional classes used as a medium of expression through the exhibition of student creations. Diversity of opinion shows that digital technology nowadays produces major changes in the way people perceive and engage with the cultural environment.

Keywords: *Instagram, art, creative, public pedagogy*

Introduction

Creativity today has become a part that cannot be separated from current development. The visual world is growing rapidly, it is signed by the presence of new creations with different creative powers. Creativity is closely related to the learned knowledge and factors that influence creativity. From the various factors, technological creativity is one of the factors that greatly influence creativity today. The presence of technology presents several aspects of supporting someone to create a creation with their own creative abilities. Technology also influences how a person assesses visual creation with the creative knowledge they have. But technology is like two sides of a coin, on the one hand technology supports creativity with many supporting creative references and on the other hand technology also reduces the power of creative thinking because it tends to depend on "popular" creations to be replicated.

Developed technology presents social media with a variety of positive influences such as expanding networks, means of disseminating information, encouraging the socialization in easy way to the world wide, and supporting facilities for the educational process. Whereas the negative influence of social media such as difficult to socialize with the surrounding environment, difficult to communicate with the real world, reduce someone performance, spread hatred, and pornography. This underlies that social media is a phenomenon of public pedagogy, which social media brings broad new knowledge and requires someone to understand through the knowledge they have. Public pedagogy is where human action fulfills ideas and practices, and describes the language and learning that exists outside the walls of traditional classrooms and provides different possibilities in the larger community. Public pedagogy also tries to uncover the limits or limitations that exist in the world of conventional education. Public pedagogy is not a completed concept and has been seen as transdisciplinary and highly political

(Sandlin, Schultz, & Burdick, 2010). Public pedagogy is the term Giroux (1994, 1999, 2000, 2004a, 2004b) who writes extensively about describing the relationship between cultural and educational studies, and this concept is used to talk about education that occurs outside the formal school system. Public pedagogy has been given many definitions and meanings by those who have used it in various contexts (Sandlin et al., 2010). From this understanding, it is very appropriate that the presence of social media as a public pedagogy in the new environment of education today. Public pedagogy is also a new learning concept that is open to social media, and encourages new thinking in the development of formal and non-formal education.

Instagram is one of the social media that is growing and being popular in the world, including Indonesia. Instagram is an application that used to share photos and videos through social networks by utilizing various features, one of them is editing photos and videos and adding some filters on it. Other features such as captions are used to describe descriptions of the posted photos or videos to help other people who see will get better understanding about them. The meaning of Instagram comes from two words, "insta" which means instant or fast and "gram" which means telegram, which means a information sender quickly to others. So it can be interpreted that Instagram is a social media application that has the vision of sending information quickly with the support of instantaneous features. With the support of an extensive internet network today also influences Instagram development, this can be seen by the increase in the number of users. The number of Instagram users in the world on June 2018 reaches 1 billion active users (Bohang, 2018). While data on April 2018 in Indonesia Instagram users are no less than 56 million active users (Kurnia, 2018).

By a lot of creative content from photos and videos on Instagram has brought a very strong influence to make Instagram became the new environment for public pedagogy today. The Instagram content influences new knowledge with various interactions, comments, discussions, criticisms and likes. The new knowledge is realized or not has also influenced the education of the present, one of them in Indonesia. Research institute Taylor Nelson Sofres (TNS) Indonesia released user data and other information related to Instagram in Indonesia. TNS notes that users in Indonesia are dominated by young people who actively use smartphones and have good financial skills and have a university education background. Among young people (18-24 years) dominate the use of Instagram in Indonesia with a percentage of 59%, while the second rank comes from the age of 25-34 years. Meanwhile, interesting facts shared by TNS are 69% of Instagram users are university graduates who have a bachelor's degree (Yusra, 2016). Instagram user data in the world 59% of data aged 18-29 years are active Instagram users (Subekti, 2018). From these data, it is reinforced that the presence of Instagram has an effect on education that can trigger the creativity of users and open up knowledge of new things, both in Indonesia and the world. Instagram is also believed to be used to seek inspiration through visual knowledge. Education will continue to evolve often times, therefore the presence of social media like Instagram is expected to develop into a media that has a positive influence on the development of education in the future.

The core concept in the dissemination of information on Instagram is through posting photos and videos with the caption then supported by the following features as well as followers. Followers are users who follow our account, when we upload a photo or video it will appear on their homepage. Instead followed, on our homepage we will display photos or videos uploaded by the users we follow. With the concept of followers and followed on Instagram, new insights are being made at the moment, believing that the more followers will become more popular with these users and the more they follow, the more information will appear on the user's homepage. The existence of a popular account makes Instagram not only as a social media as a

network of friends through sharing photos or videos. Instagram is currently developing into a wider media, such as advertising media, selling online, news, humor, education and so on. The phenomenon of popular users makes the new field that users compete to create creative content that will be posted in the hope of being viral and known then many users will follow.

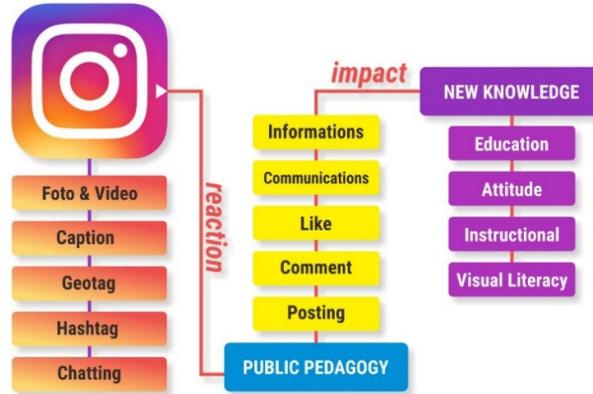
Creating creative content certainly requires an idea which is then it will be processed through the knowledge and abilities that people have. The inability to create creative content gives rise to negative new ways that are felt faster and shorter, one example is content plagiarism. In addition to content plagiarism, other ways to create popular accounts, for example through buying followers are usually referred to as passive followers. With many followers, the account is believed to be trusted, and when it is trusted it will make other users interested in following it. After the account is popular with many followers, it is then used as a medium for selling and advertising. Therefore the existence of Instagram as a broad media, allows to be used both positively and negatively.

The study of public pedagogy requires an innovative and interdisciplinary approach to research with theory, approaches taken through various cultural discourses and trying to explore forms of pedagogy that are radically different in schools. As a phenomenon now Instagram is only seen as social media, being a medium of expression, business and so on. This makes Instagram not yet seen as a new world of education that can collaborate through conventional classes.

Instagram and New Knowledge

Instagram with its growing features, sharing knowledge quickly from various fields through content that is able to open minds and add knowledge. The posted picture on Instagram positively presented knowledge, for example through various motivations, inspiration, quotes, tips, and up-to-date information with the caption given. The caption is a description or explanation of the post that we sent. But basically through interesting or not interesting posted picture and caption, Instagram has provided learning content. By looking at the posts on Instagram it will make someone react directly or only to the extent of their thoughts and perceptions. The direct action can be a reaction by sharing posts or reposting, commenting, and liking posts via features on Instagram. The usual reaction to posting is only through the mind to assess and perceive it without giving action with available features. The visual power of posting is the main aspect and support then through caption is the strengthening thing.

Seeing the posts or making a post, of course, the visual aspects through photos and videos are the first focus of attention. Each post is usually reinforced by caption, location and hashtag, but if not, visual power alone can sometimes make other people give perception to the post. Writing the caption will become a hashtag if it starts with the # symbol or hashtag. Hashtag aims to group and narrow certain fields such as making trends, moments and specifications. Hashtag will make it easier for other users to search for posts that are similar to what they posted. The use of geotags serves to show the location in a post where Instagram users send posts in real-time or not. This feature is also able to facilitate us in the search for photos that we have long uploaded through the geotags used. Other support from Instagram through the chat feature provides convenience for someone to ask more deeply through personal messages if it is deemed unclear and may be confidential about what is posted. The flow of how Instagram is understood as social media and its influence on knowledge can be seen through the chart below.



Diagram_1. Instagram and new knowledge

Reaction to content on Instagram has an impact on new knowledge with the support of various means or way of communication, sharing information, and enabling forming attitudes. Instagram support for contemporary education with an open learning environment. Instagram as a broad media in education to deepen understanding of knowledge and exchange ideas with other learners. With 1-minute photo and video content, it will encourage a person's visual literacy skills that have an impact on new knowledge. Visual literacy has been defined as "the ability to understand, interpret and evaluate visual messages" (Bristor & Drake, 1994 as cited in Baker, 2012). With so many instances of visual literacy content in education that is not limited to classrooms. Students learn openly to see pictures and how to read, analyze, and deconstruct with their knowledge. The habit of viewing images makes students aware of the concept of good images and not from various aspects such as lighting, color, composition, and more. This gives reinforcement that visual literacy has spread multi-disciplines with the amount of information and communicated visually. Visual literacy is a reference for creating visual images of photos and videos with a specific purpose through conceptual thinking and using certain techniques. Knowledge of analyzing and creating messages through images is very important and requires educators to be obliged to teach about how to understand images through their disciplines. The inclusion of visual literacy in learning is a control with the opening of the developing visual world today. The application of new learning designs allows educators to respond to changing circumstances based on current phenomena that affect students' interest in learning material. Interest in learning is guided by a constructivist perspective and advances in computer technology have led to new interest in student-centered learning (Land & Hannafin, 2000). Student-centered learning requires students to set their own goals for learning, and determine resources and activities that will help them achieve these goals (Jonassen, 2000).

Sharing important moments through posts on Instagram is part of the current culture. The more important moments, the more posts and the more influence they have on public pedagogy. Instagram displays posts in the first order based on the possibility of followers or other users interested in the content or moments posted. Photos or videos with lots of likes and comments have a greater chance of appearing on the main page or in the first order so that the posted content will be increasingly popular.

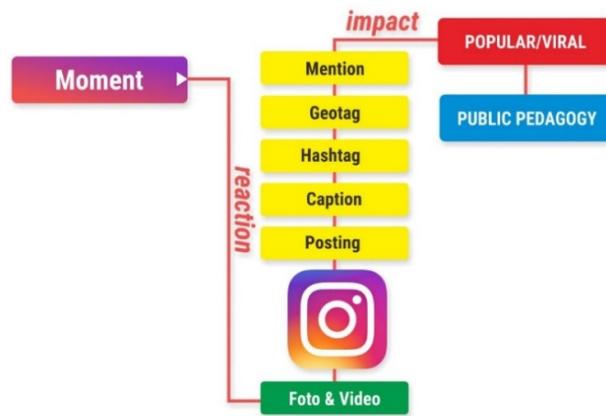


Diagram 2. Moment on Instagram as public pedagogy

The use of Instagram hashtags is very important to filter a posted content and make it easier for users to search for positive content. Freedom in posting and searching through hashtags makes Instagram take preventive action from content with dangerous negative hashtags by blocking several hashtags. Users can take advantage of the hashtag feature according to what is needed to select popular content or order the latest posts. Searching through the hashtag also displays related hashtags. For example, seen from the use of hashtag #education there are 10 million numbers of photos and videos posted on Instagram relating to educational content around the world as of September 11, 2018. This marks the ease of finding information through educational content in a focused manner. Other examples such as #culture hashtag have 18 million posts and #art 404 million posts, which indicates that new knowledge is easy to find and will continue to grow. The use of popular or not hashtags through posted content basically cannot be a benchmark for the feasibility of a phenomenon referred to as public pedagogy, but the interaction and reaction to the content posted is understood as public pedagogy.

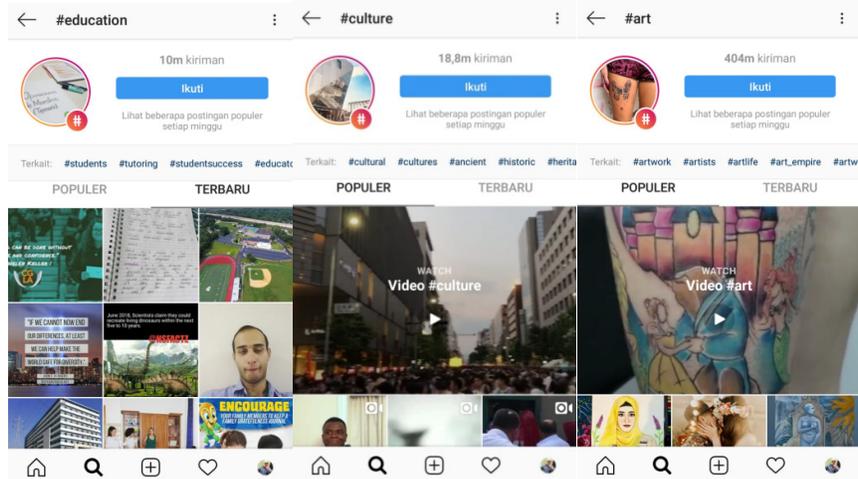


Figure 1. hashtag on #education #culture and #art Instagram

source: Instagram September 11 2018

Instagram: New Learning World

Basically by the development of social media such as Instagram does not debate the negative or positive impacts. But how these developments have an impact on education by understanding as a public pedagogy that can be used in learning. The teacher thinks giving the project to students through ideas and understanding that education takes place both inside and outside the classroom. The teacher's teaching approach is an attempt to capture interactions, reactions, between students, space, new knowledge and outside class time through public pedagogy. This approach can give teachers knowledge and skills to capture teaching, learning, between teachers and students through a new world of learning. (Freire, 1970) identifies the importance of public pedagogy and views the world as a classroom. Educators and educational institutions, regardless of the age of students and where they are located must support the belief that education must promote democracy. (Dewey, 1916) believes there is a difference between education and school. He said that education must "reconstruct or reorganize experiences that add to the meaning of experience, and that enhance the ability to direct the course of the next experience" (p. 76). With the development of extensive learning resources through public pedagogy, it provides a strong foundation that schools are a space in which reconstruction in education today is the hope and goal of future educational development. Instagram as a public pedagogy and its role in reconstruction can be explained through the following concepts:

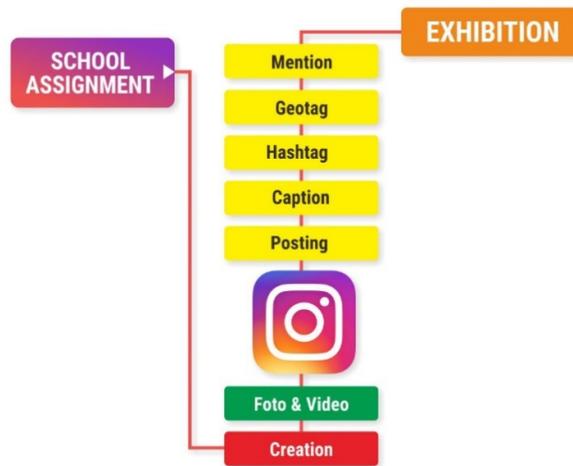


Diagram 3.Instagram is a new learning world

Through this concept, the school assignment is the demand of students to be creative. This is based on Instagram as a public pedagogy as a learning resource both in analysis and as a reference for creation. The results of student creations are visual forms through photos or videos posted with the caption of the written concept of his creation. The use of several general and special hashtags through hashtags related to creations. General hashtags aim to facilitate a broad search by Instagram users in the world. Special hashtags aim for narrow search classifications or have never been used before so that teachers are easy to search for student creations. Geotag aims to address the location of the school as a place for students to create, making it easier for other users to search through geotags to display the creations of all students. Mention aims to promote the creation by marking other users related to the creation. The ultimate goal of this concept is the creation of results that can be submitted to the public by including written

concepts through Instagram media. Furthermore, the results of these creations become a learning experience and also to create a new public pedagogy.

Conclusions

The development of technology with the presence of social media today has an influence on creative ability through a rapidly developing visual world presenting new creations. Social media is a phenomenon of public pedagogy, where social media brings broad new knowledge and requires someone to understand through the knowledge they have. Instagram is one of the social media that is growing and popular in the world, including one of Indonesia. Instagram is an application to share photos and videos that are shared through social networks by utilizing various features. Creative content from photos and videos on Instagram has brought a very strong influence to make Instagram a new environment for public pedagogy today. Instagram has developed into a broader media, such as advertising media, selling online, news, humor, education and so on. Creative content available on Instagram is the result of thinking that is processed through the knowledge and creative abilities that it has.

Instagram with its growing features, sharing knowledge quickly from various fields through content that is able to open minds and add insight. Visual power in posting is the main aspect that is the focus of attention. Each post is usually reinforced by caption, location and hashtag, but if not, visual power alone can sometimes make other people give perception to the post. Reaction to content on Instagram has an impact on new knowledge with the support of various means of communication, sharing information, and enabling forming attitudes. With so many instances of visual literacy content in education that is not limited to classrooms. Students learn openly to see pictures and how to read, analyze, and deconstruct with their knowledge. The opening of broad knowledge provides space for students to learn according to their interests through their way of learning so as to support student-centered learning.

Important moments through posting on Instagram are part of today's culture. The more important moments, the more posts and the more influence they have on public pedagogy. Whether or not popular content posted is basically not a feasible benchmark or not a phenomenon referred to as public pedagogy, the interaction and reaction to the content posted is understood as public pedagogy.

With the development of extensive learning resources through public pedagogy, it provides a strong foundation that schools are a space in which reconstruction in education today is the hope and goal of future educational development. The ultimate goal of this concept is the creation of results that can be submitted to the public by including written concepts through Instagram media. Furthermore, the results of these creations become a learning experience and also to create a new public pedagogy.

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