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The Richness of Twitter, Facebook, and Instagram to Optimize the Conveying of Supporting Messages for Breastfeeding: Evidence from Indonesia Breastfeeding Fathers (*AyahASI*)

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Abstract

This research was conducted to describe how the richness of Twitter, Facebook, and Instagram is used by the initiators of *AyahASI*, a Breastfeeding Fathers social movement in Indonesia, to convey informative messages about breastfeeding. This study used the theoretical framework of Media Richness Theory to explain the most effective feature of *AyahASI*'s Twitter, Facebook, and Instagram in conveying informative messages as a form of support for breastfeeding. The data in this study were obtained using an online multimethod, those are interviews, observation, and documentation. The result of this research showed that Twitter, Facebook, and Instagram have distinctive objective characteristics. In the theoretical context, these characteristics are the Twitter, Facebook, and Instagram richness which optimized the conveying of informative messages about breastfeeding to support breastfeeding in Indonesia.

1. Introduction

The utilization of social media in collective activities, such as a social movement, is carried out through the features in it. Twitter, for example, has hashtag feature to raise a particular issue (Suh, Vasi, & Chang, 2017; Xiong, Cho & Boatwright, 2017), Facebook has a page feature to facilitate interaction and group network distribution on an issue (Joia & Soares, 2018; Shen, Xia, & Skoric, 2019), and Instagram has certain features that can be used to represent its users so as create social trust and social capital (Spier, 2017).

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In addition, these social media platforms give authority to their users to produce content and express opinions on certain issues. In the context of collective activity, this authorization represents the freedom to respond to certain issues, such as supporting or rejecting an issue (Shen, Xia, & Skoric, 2019; Spier, 2017). The use of these various social media platforms refers to their efficiency and effectiveness as communication media in collective activities. Social media is an efficient and cost-effective way (Xiong, Cho, & Boatwright, 2017) to reach a wide public because of the free publication of information (Spier, 2017). Social media allows the exchange and dissemination of information quickly beyond geographic boundaries.

Specifically, various "rich" internet-based platforms are also used as a space to share information for groups in the social field, one of which is the issue of breastfeeding. Breastfeeding became an urgency issue of the global community because it provides great benefits to improving people's lives. Breastfeeding provides passive immunization and increases babies' tolerance to allergies and infections. Even for mothers, breastfeeding can reduce the risk of ovarian cancer and breast cancer as well as the risk of postnatal hip fractures (Gonzales-Darias et al., 2020; Yadav & Rawal, 2015). Both mother and child gain psychological fitness through the psychological relationship that is established during the breastfeeding process (Cassidy et al., 2018). In the long term, breastfeeding has a positive effect on family prosperity by reducing financial expense related to health services and creating healthier families. Based on these various benefits, the World Health Organization (WHO) and the United Nations Emergency Children's Fund (UNICEF) launched breastfeeding as one of the Sustainable Development Goals programs that must succeed together ("Advocacy brief", 2017).

Various challenges in breastfeeding such as problems with attachment, the volume of breast milk that can be produced, and the physical boundaries for working mothers (Rodríguez-Gallego et al., 2021) make social support, especially the father as the mom's partner, needed to increase goals, initiation , and duration of breastfeeding (Alianmoghaddam, Phibbs, & Benn, 2018; Abbas-Dick, et al., 2019). Various programs have been launched by various communities all over the world to increase fathers' knowledge and involvement in breastfeeding such as parent schools, birth preparation classes, and postnatal home visit programs (Abbas-Dick et al., 2019; Ngoenthong et al., 2019). Along with the development of technology, these educational programs are then developed by utilizing technology, especially new media or the internet.

New media is an alternative media for seeking information about breastfeeding without involving certain physical activities. Google (Alianmoghaddam, Phibbs, & Benn, 2018) and websites (Gonzales-Dariaz et al., 2020), for example, are search engine that make it easy for someone to get information about breastfeeding regardless of demographic and geographical limitations. Information about breastfeeding can also be obtained through more flexible interface services in mobile applications, such as The Milky Way program (Meedya et al, 2020). However, among the choices of these new media platforms, platforms with discussion features are the most effective in providing support for breastfeeding mothers. Websites with discussion features, for example, have a greater impact than websites without these features on reducing the anxiety levels of young mothers before and after childbirth which affect breastfeeding intensity (Gonzales-Dariaz et al., 2020). Social media platforms with other discussion features, such as Skype (Alianmoghaddam, Phibbs, & Benn, 2018), Facebook (Joia & Soares, 2018; Shen, Xia, & Skoric, 2019), Twitter (Suh, Vasi, & Chang, 2017; Xiong, Cho & Boatwright, 2017), and Instagram (Spier, 2017) also have characteristics that facilitate individual accessibility (Meedya et al, 2020) so that they can maintain "closeness", which was originally defined as physical closeness, becomes emotional closeness or social (Alianmoghaddam, Phibbs, & Benn, 2018).

The use of various social media platforms to support breastfeeding is also applied in Indonesia. The social group "*AyahASI*" uses Twitter, Facebook and Instagram to convey informative messages about breastfeeding as their contents. *AyahASI* is a movement that formed in 2011 and initiated by

eight fathers with the aim of supporting breastfeeding by conveying educative information about breastfeeding. The contents on *AyahASI*'s Twitter, Facebook and Instagram are the informations about breastfeeding, from lactation management, management of complementary foods of breast milk, to sex education during breastfeeding.

The use of Twitter, Facebook, and Instagram in supporting breastfeeding is an interesting theme for research. The reason is, new media is one of the increasingly unique communication studies along with the development of communication technology. This research will also be enriched by how the initiators of *AyahASI* used social media in their mission to convey informative messages about breastfeeding. For this reason, researchers use the theoretical framework of Media Richness Theory as a framework to help describing the concept of Twitter, Facebook, and Instagram richness and how these objective characteristics are used in conveying *AyahASI*'s informative messages.

2. Materials and Methods

The Concept of Media Richness

Media Richness is a theory that discusses the most effective conditions of each media. This theory considers communication channels offering objective characteristics that determine the capacity of the media to carry information (Daft & Lengel, in Tseng & Wei, 2020; Littlejohn & Foss, 2009). There are two classifications of media, namely "rich" media and "lean" media. Communication media is categorized as "rich" if it has the ability to facilitate immediate feedback and transmit many cues such as gestures and personalized messages (Littlejohn & Foss, 2009; Daft, Lengel, & Trevino, 1987). In addition, rich media can facilitate the use of natural language (Daft, Lengel, & Trevino, 1987) to a variety of languages involving numeracy and art (Littlejohn & Foss, 2009). Media that provides these characteristics are video and audio that are presented to a broad audience. Meanwhile, lean media is media that transmits messages purely textually and is conveyed to a limited number of audiences (Maity et al., 2018). Littlejohn & Foss (2009) exemplify face-to-face communication as one type of rich media and written memos as a lean media.

The richness of a media can be seen from its ability to process information. Rich media has the speed and ease to make recipients understand the ambiguous messages. Daft, Lengel, & Trevino (1987) referred to message ambiguity as equivocality. Equivocality refers to the existence of many conflicting interpretations of a situation. Often, this ambiguity creates confusion, disagreement, and a lack of understanding situation. In contrast to uncertainty, which is the traditional term for a communication situation with the absence of information (p. 357). In this case, rich media have characteristics to minimize equivocality over a message than lean media (Tseng & Wei, 2020).

Daft, Lengel, & Trevino (1987) provides a hierarchical description of media richness from several traditional media such as face-to-face, telephone, and document types. In this hierarchy, Daft, Lengel, & Trevino (1987) concluded that face-to-face communication as the richest communication medium. Face-to-face communication provides direct feedback so the messages can be immediately adjusted, clarified, and re-interpreted. Besides, face-to-face communication allows the transmission of a variety of cues, such as head nods, smiles, and tone of voice, which can be used to modify and control message exchanges. Face-to-face communication also facilitates the use of natural languages and emotional expressions.

The use of the telephone is another form of communication media that Daft, Lengel, & Trevino (1987) considers to be more “lean” than face-to-face. Telephone facilitates personal message exchanges, the use of natural language, and direct feedback. However, communication over the telephone setted visual cues and gestures aside. Two other types of communication media, namely

addressed messages and non-addressed messages, are lean media. The feedback of these written communication is slow and, as the message is in written form, visual cues and audible cues are limited. Written communication media with a destination address such as personal notes are richer because they are more personal than written communication media without a destination address such as bulletins or flyers.

Previous Research

The Media Richness Theory has been applied in various studies of communication studies. This theory emerged and developed in the 1980s, especially as perspective to define uncertainty and equivocality in messages in organizational communication (Ishii, Lyon, & Carr, 2019). In those studies, Media Richness Theory be studied with media objective factors. Another study from Daft, Lengel, & Trevino (1987) began to involve the symbolic meaning of organizational managers and executives in choosing and using the communication media that considered as the most effective deal in communicating tasks. This subjective point of view develops along with the development of communication technology.

Ishii, Lyons, & Carr (2019) summarize the contexts of communication in the study of Media Richness Theory which develop along with technological developments. These contexts involve not only objective factors but also subjective factors. Organizational context, for example, develops by involving superiors' communicative behavior and individual perceptions of the effectiveness of communication media. Subjectivity in organizational communication also involves the concept of collaboration and group cooperation. Aritz, Walker, & Cardon (in Ishi et al., 2019) explained that collaboration occurs in well-coordinated groups through communication channels that are perceived by group members as the most interactive channels.

Media richness studies also develop in interpersonal communication by involving appropriate values, from moral values to social values, in the context of interpersonal communication. Ledbetter (in Ishii et al., 2019) explains that choosing inappropriate communication channels can actually affect the interpersonal relationship between the sender and receiver of the message. The increasing of communication channels choice may also put pressure on users in terms of considering the moral and social appropriateness of communicating. In this case, the selection of communication channels is also influenced by one's communication motives

In addition to the interpersonal context, Media Richness Theory is also applied to determine the most effective communication channels in educational settings. This study of media richness in the educational context can be seen from the development of courses or mobile learning. Lan & Sie (in Ishii et al., 2019) added accuracy and adaptability to rich media criteria for mobile learning. In an online classroom, the richness of the media influences the effectiveness of instruction from educators to students. In a computer-based writing class, for example, instruction through channels of rich media, such as simulated images, is more effective in increasing student motivation than traditional pen and paper methods

Several studies in the context of business communication also apply Media Richness Theory to determine consumer behavior. Tseng & Wei (2020) uses a media richness perspective to predict consumer communication media choices, decision quality and consumer satisfaction, as well as the success of mobile advertising content based on five stages of consumer behavior namely attention, interest, search, action, and sharing. Maity, Dass, & Kumar (2018) also used a media richness perspective to find out the influence of rich media on consumer information searching activities and the number of choices before making decisions. Both studies emphasize that the perspective of media richness in business communication does not only look at how the media is selected but also how the media is used.

Other studies in the context of identity construction also apply Media Richness Theory. Tanupabrungsun & Hemsley (2018) examines how the Twitter mediates the identity construction of a celebrity and his interaction with his fans through three dimensions of media richness, those are contextual, interactional and informational dimension. This study concludes that the richness of a media is not an objective value but is determined by how the media facilitates the needs of its users. Instagram, for example, is one of the richest social media because it has features that can be used to present oneself in a simulation of real communication (Lai & Borah, 2020)

Research Question

This research was conducted to know the use of Twitter, Facebook, and Instagram by the initiators of *AyahASI* to convey informative messages as their support for breastfeeding. The researcher focuses on the description of the objective characteristics of Twitter, Facebook and Instagram as the richness of these platforms which are then utilized by the initiators of *AyahASI* in conveying informative messages about breastfeeding.

Research Method

This research involves individual views or perspectives as research objects. This is an indicator that this research is included in the category of qualitative studies with the main goal of capturing this view (Yin, 2011). The results of the research are described descriptively from online multi-methods, those are interviews, observations, and documentation. Salmons (2015) states that online multi-methods can be used in studies of the internet. Informants in online interviews were determined using a purposive sampling method. The purposive sampling technique is appropriate for obtaining detailed, in-depth and relevant data from informants who are difficult to find due to geographical and time constraints (Yin, 2011). The informants in this study were five of the eight *AyahASI* initiators who had agreed to participate in this study.

3. Results and Discussions

The initiators of *AyahASI* chose Twitter, Facebook and Instagram as media for conveying the informative messages about breastfeeding with various considerations, namely objective and subjective considerations. Objectively, the characteristics of these three platforms are considered capable to represent support messages of the initiators of *AyahASI*. In this case, the researcher categorizes the platform's technical specifications as the platform's objective characteristics. Some of these points can be explained as follows:

The Convenience of Access and Use

The convenience of access and use of platforms is one of the considerations for choosing Twitter, Facebook, and Instagram as *AyahASI*'s communication media. This ease of access and use refers to the degree to which the technical affordability of these platforms can be operationalized by a large number of people. In addition, the initiators of *AyahASI* mentioned the material affordability as another convenience that platform users can get, which is the free services.

> "Twitter came first, so, our friends say we use media that is already well-known and easy and cheap. There's no need for us to do a thing, just use it, like that." (Pandu Gunawan, in Focus Group Discussion, March 19, 2022)

This technical and material convenience is also taken into consideration by the initiators of *AyahASI* in terms of tendencies to use the platform. At the beginning of its trending in Indonesia, the initiators of *AyahASI* did not pay much attention to Instagram. Even though it facilitates the delivery of messages visually and audio-visually, the editing features on Instagram are still not as developed as they are nowadays. This requires *AyahASI* initiators to use other applications to create content, so the process is considered quite complex

> "When first I used Instagram, at first I was too lazy to make the design because it wasn't as easy as now. Now there is Canva, right, there are all kinds of things, they are more mature." (Syarief Hidayatullah, in Focus Group Discussion, March 19, 2022)

The Base of Audience

One of the objective characteristics that influences the tendency of *AyahASI* initiators to choose a platform is the size of the audience or users of the platform. The base of audience refers to each user who may be exposed by the supporting messages of *AyahASI*, either through the "follow" features on Twitter and Instagram and "add friends" on Facebook, or through "home references" on each platform. In this case, the trend of using the platform is one of the indicator that the the base of audience is likely to grow further. This characteristic is taken into consideration by the initiators of *AyahASI* to use Twitter, Facebook, and Instagram, and create accounts on each platform respectively.

> "In the past, there wasn't any special reason. I mean Twitter at that time was really booming right, and Instagram, if I'm not mistaken, was only released in 2010 huh? I mean globally, right, it was only released in 2010. Twitter came first, they say we use media that is already well-known, easy, and cheap." (Pandu Gunawan, Focus Group Discussion, March 19, 2022)

The Followers

Followers, on the Twitter and Instagram platforms, or, as known as "friends" on Facebook, are another consideration in selecting and using social media platforms as communication media for *AyahASI* initiators. In contrast to audiences who don't follow (and "add friends" on Facebook), followers have a certain attachment to *AyahASI*. For this reason, followers are one of the considerations for *AyahASI* initiators to choose which platform will be the priority for delivering the informative messages to support breastfeeding.

> "Okay, this one is for engagement. In our opinion, it's still a coincidence that Twitter used to be dominant because it was indeed more popular. Now, yes, Twitter is also neglected, Facebook is neglected, yes, the focus is on Instagram. So we prefer to maximize one media that we can maximize, in our opinion, followers that have the most."(Syarief Hidayatullah, Focus Group Discussion, March 19, 2022)

However, in practice, the number of followers is not the main thing that is prioritized by the initiators of *AyahASI* in using a platform. Based on the number of followers taken on May 19, 2022, Twitter @ID_*AYAHASI* is ranked first with more than four hundred thousand followers following the account. The next highest follower base is Instagram @id_*AyahASI* with a total of more than one hundred and four thousand people following, and the *AyahASI* Facebook page with no less than thirty five thousand

followers. Even though they don't have as many followers as Twitter, the initiators of *AyahASI* have prioritized Instagram because it is the most trending platform among the other two platforms

The Format of the messages.

The informative messages to support breastfeeding are coveyed by *AyahASI* in various forms. Both textual, audio, visual, and audiovisual can be accommodated by the three social media platforms used. Textual is a unique characteristic of Twitter, while visuals are a form of message that the initiators of *AyahASI* pay attention to on Instagram.

> "If there are different characteristics, there must be each one, right? It just means that, I think the difference is the format, right. It's like that, Twitter is more text-based, yes, Instagram it's probably visual or audio-visual" (Sogi Indra, Focus Group Discussion, March 19, 2022)

In addition to the text-based on Twitter and the typical Instagram message visualization, the initiators of *AyahASI* also shares informative messages to support breastfeeding in audio. With textual and visualization support, the audio content "Celoteh *AyahASI*" is shared via Twitter and Instagram. One of them was uploaded on April 25, 2022 on both platforms.

Supporting features.

In addition to the objective characteristic points above, another feature that plays a very important role in the operationalization of the three platforms as *AyahASI* communication media is Instagram's linking feature. This feature has a significant role considering the limited time of the initiators of *AyahASI* to manage all three platforms at once.

> "Yes, we made it like that and I was too lazy, so I "link" Instagram with Facebook, and I "link" Twitter, like that, so I didn't have to think about the content on Twitter." (Pandu Gunawan, Focus Group Discussion, 19 March 2022)

Discussion

The use of the Twitter, Facebook and Instagram platforms in *AyahASI* activities to support breastfeeding is carried out by optimizing the platform's characteristics and features. In this case, the base of the audience based on platform usage trends is a particular consideration beyond the unique characteristics and features of each platform. Based on the use of *AyahASI*'s Twitter, Facebook and Instagram by its initiators to convey campaign messages, it can be seen that the three platforms have their own characteristics and distinctive features that are interconnected.

Twitter, for example, became *AyahASI*'s first social media platform that was successfully used to build a wide base of followers. It is because Twitter has features that support the interactive concept of the *AyahASI* communication style. For example, the reply column, the hashtag feature, and the following function as a form of audience participation in the topics that *AyahASI* conveys on the Twitter. Facebook then became an alternative for *AyahASI* to develop the ecosystem it formed through Twitter. This can be seen from the first content on *AyahASI*'s Facebook page that containing an invitation to follow *AyahASI* on Twitter. However, interactive features within Twitter are more

actively optimized when the two platforms are used together. Instagram is the next alternative which has a distinctive character that supports the interactive question-and-answer concept that the initiators of *AyahASI* maintain in conveying informative messages

Based on the consideration of the characteristics and features of the platforms, it can be seen that Instagram is the "richest" platform between Twitter and Facebook. In this case, the newest features and audience base are the biggest considerations. Twitter is the second platform that provides the same interactive opportunity because of the follower base that *AyahASI* has built since the community was formed in 2011. The Facebook page is the last platform by considering page features that optimize informative messages, such as visuals, audiovisuals, and specific links.

Twitter, Facebook, and Instagram are three social media platforms that are used simultaneously by the initiators of *AyahASI* to convey informative messages to support breastfeeding. Based on the results of the interviews, there is a certain degree of intensity regarding the use of the three platforms. In this case, during the time of this research, *AyahASI* initiators paid special attention to the Instagram platform. It is because the Instagram platform is the newest platform with the largest audience base than Twitter and Facebook. Moreover, the initiators of *AyahASI* maintained an interactive concept through Instagram's signature feature, namely stories. Instagram also allows personal interaction to occur by keeping the names or accounts involved secret through stories. This is one of the features optimized by *AyahASI* initiators to convey their informative messages. In this case, the use of the three platforms refers to the concept of continuing the ecosystem or follower base that was created before. The use of the three platforms together can complement each other through their features.

4. Conclusion

Twitter, Facebook, and Instagram are three social media platforms used by *AyahASI* initiators to convey informative messages about breastfeeding. These three platforms share some of the same objective characteristics. All three are able to accommodate direct feedback, transmit multiple signals, create messages with personal characteristics, and use a variety of languages in messages. Even technically, the three platforms provide easy access and use.

However, there are two aspects that determine which platform is the most ideal and conveys the message effectively. These aspects are message specifications and platform affordability. Message specification refers to the platform's ability to provide details on the message conveyed so as to minimize message ambiguity. The affordability of the platform refers to the ease of access and use of the platform as well as the platform's features for recording narrations that support new participation. From these two aspects, it can be seen that the most ideal platform for conveying specific messages is Instagram. While the most ideal platform with high affordability is Twitter with the most follower base and message uploads among the other two platforms

Provide a statement that what is expected, as stated in the "Introduction" chapter can ultimately result in "Results and Discussions" section, so there is compatibility. Moreover, it can also be added the prospect of the development of research results and application prospects of further studies into the next (based on result and discussion)

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