



SOCIAL INTERACTION THROUGH @RABBITHOLEID IN TRANSFER OF INFORMATION

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Abstract

The various information needs of users usually trigger a high curiosity about a particular topic. The existence of different information needs is what makes users transfer information to each other through social interaction. It is possible that this process occurs on a social media platform such as the rabbitholeid Instagram account. Information transfer and social interaction are related to each other because social interaction can be an important channel for the transfer of information between individuals or groups. The social interaction that causes the media transfer process is what occurs in the discussion in the comments column on the rabbitholeid account. The purpose of this research is to find out how the process of transferring information from the results of social interaction on the rabbitholeid Instagram account occurs. Through this study, it is hoped that later we will be able to find out how the process of transferring information that occurs on the account is made, especially with the social interactions that are carried out. In addition, this study also has problem limitations where the author will review in detail the cause and effect and the process of transferring information through social interaction on rabbitholeid accounts only so that it does not expand to a wider scope.

Key words: *information transfer, social interaction, instagram, information needs*

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INTRODUCTION

Social interaction is a process in which individuals relate and interact with each other in a social context. Social interaction occurs when individuals or groups communicate ideas, values, and information that can influence their own behavior and those of others around them. This social interaction has a positive impact that is felt especially with the existence of social media, namely it is easy to get information and communication and expand friendships (Pratama & Sari, 2020).

Social interaction can occur directly through face-to-face communication, or through social media and technology that allows remote interaction. Social interaction can also involve various forms of behavior, such as verbal and nonverbal communication, along with physical gestures, facial expressions and eye contact. In society, social interaction helps strengthen relationships between individuals and groups, and plays an important role in shaping social and cultural norms (Chen, 2019).

In this regard, social interaction is very important in human life because humans are social beings who need interaction and relationships with other people to meet social, psychological, and emotional needs. Overall, social interaction plays an important role in maintaining a person's physical and mental well-being, as well as helping individuals to build healthy relationships with other people and society (Cattell, Dines, Gesler, & Curtis, 2008).

Information transfer is the process of sending information or knowledge from one party to another. The process of information transfer involves sending information from sources (information providers) to recipients (recipients of information) through certain communication media (Modarress, Ansari, & Thies, 2014). The purpose of information transfer is to obtain a common understanding of information or knowledge between the two parties. The existence of this transfer or diversion shows that there are learning outcomes that are useful in everyday life and in understanding other subject matter so as to lead to the success of the learning process (Nofindra, 2019). Information transfer can take many forms, including through conversation, presentation, reading, writing, visualization,

or hands-on experience. Information transfer can also occur in various contexts, such as education, business, science, technology, and so on (Haleem, Javaid, Qadri, & Suman, 2022).

In the transfer of information, it is important to ensure that the message or information sent can be received and well understood by the recipient. Therefore, the use of effective communication media and the selection of appropriate language becomes very important to ensure the successful transfer of information. In addition, the recipient of the information also needs to take certain actions to confirm that the information received has been correctly understood.

Information transfer and social interaction are related to each other because social interaction can be an important channel for the transfer of information between individuals or groups. When individuals or groups interact, they can exchange information, ideas, and views that enable the transfer of knowledge and understanding.

For example, when two people talk, they can exchange information and thoughts that are beneficial to both. In addition, in a broader social context, social interaction enables the transfer of information about social norms, values and culture among members of society. This allows individuals to understand how to behave and act in society.

In addition, social interaction can also help strengthen the process of information transfer by enabling individuals or groups to motivate each other and encourage each other to acquire new knowledge and information (Cheung & Ng, 2021). Social interaction can also improve understanding and the appropriate use of language in information transfer. This social interaction and information transfer cannot be separated from the use of social media, especially on Instagram. According to (Nofindra, 2019) Instagram users are increasing very rapidly every year, even surpassing the number of users from its predecessors, such as Twitter, which first existed. Users usually enjoy funny memes, video tutorials and karaoke clips. They also enjoy enjoying Instagram features by sending and replying to messages between fellow Instagram users via Direct Message (DM).

Overall, the transfer of information and social interaction are closely related to each other. Social interaction helps facilitate the transfer of information and allows individuals or groups to gain new understandings and knowledge, while the transfer of information can strengthen social interaction by strengthening shared understanding (Ghahtarani, Sheikhmohammady, & Rostami, 2020).

The Instagram account @rabbitholeid is an Instagram account that contains a lot of information about children. Actually, this account educates about parenting as well as sells books on babies and children aged 0 to 7 years. The interesting thing in this account is to discuss everything about orangutan education and also cognitive development of children from an early age. According to Sapotri, Instagram is a need for education and promotion, so it doesn't violate the code of ethics (Sapotri & Pannindriya, 2019). Meanwhile, according to Astuti & Istiyanto (2019) Instagram is effective, efficient, practical, informative and accessible to all groups in society. Various kinds of social media exist in the current technological era, Instagram is one of the social media that is in great demand by all people.

The purpose of this research is to find out how the process of transferring information from the results of social interaction on the @rabbitholeid Instagram account occurs. The author sees that this is a quite unique phenomenon where there is a process of transferring information through the @rabbitholeid account with various positive responses that occur in the account's comments column.

Through this study, it is hoped that later we will be able to find out how the process of transferring information that occurs on the account is created, especially with the social interactions that are carried out. In addition, this study also has problem limitations where the author will review in detail the cause and effect and the process of transferring information through social interaction on the @rabbitholeid account only so it doesn't expand to a wider scope. Based on this background, the author wants to make a study with the title social interaction through the @rabbitholeid

account in transferring information.

METHODOLOGY

The research method is a method or systematic steps used to collect, analyze, and interpret data in order to find answers to a research question or problem. Research methods provide a structured framework for researchers to design and conduct their studies in a systematic and measurable manner, thereby minimizing bias and increasing the validity of research results (Daniel, 2016).

Research methods can be divided into several types, such as qualitative methods, quantitative methods, or a combination of both (mixed methods). Each type of research method has different characteristics and techniques in data collection and analysis, as well as the strengths and weaknesses of each that the researcher needs to consider in selecting the appropriate method for the research question or problem to be answered (Creswell & Creswell, 2018).

The method that researchers use using qualitative methods. Qualitative research is research that is descriptive in nature and tends to use analysis. Process and meaning (subject perspective) are emphasized in qualitative research (Lubis & Hasudungan, 2022). The theoretical basis is used as a guide so that the research focus is in accordance with the facts in the field. In addition, this theoretical basis is also useful for providing an overview of the research setting and as material for discussing research results.

Descriptive qualitative research is a type of research that aims to describe the phenomena or events observed in detail and comprehensively. This study uses descriptive and interpretive data collection methods, such as interviews, observations, case studies, and document analysis.

Descriptive qualitative research is typically used in the social and humanities fields, where the researcher seeks to understand the meaning and context behind human behavior, views, or experiences. Therefore, this research requires strong interpretive skills and the ability to obtain in-depth information from participants (Tanjung, Hardiyansyah, & Nababan, 2022).

The results of descriptive qualitative

research are detailed descriptions of the observed phenomena, including the characteristics, differences, and similarities found in the data. Descriptive qualitative research does not try to conclude or make generalizations from research results, but rather emphasizes a comprehensive understanding of the phenomenon (Ningsih, Hasudungan, & Nababan, 2022).

While the type of research is through a descriptive approach, which allows the results of this research to be in the form of systematic written descriptive data based on the facts and results of the data obtained from the field. This study obtained data using research techniques, namely observation, interviews, literature study and documentation.

RESULTS AND DISCUSSION

1. Social Interaction

Social interaction is a relationship that occurs between individuals or groups of people in a social context that involves the exchange of information, ideas and behavior. Social interaction occurs in various forms, ranging from face-to-face interactions to interactions through social media and communication technology. Social interaction involves two or more individuals who influence each other, either positively or negatively. Social interaction can occur in various social contexts, such as in the family, workplace, school, community organizations, and interactions in virtual or online environments (Manurung, 2023).

Social interaction can be directed toward specific goals, such as reaching agreement in a negotiation, improving interpersonal relationships, or achieving group goals. Social interaction can also form social norms and values that are accepted by society. Social interaction among adolescents in terms of its use is like in friendship groups of young people who use cellphones/smartphones with their diversity as a means of communication between individuals both from the friendship group itself and from outside, besides that smartphones are also used to access social media (Rahmadani et al., 2018).

In social interaction, there are various influencing factors, including social

background, culture, experience, and individual or group characteristics. There are also various factors that influence the outcome of social interaction, such as social awareness, perceptions, beliefs, values, and prejudices (Dwivedi et al., 2022).

Social interaction is an important part of human life and contributes to the formation of individual and group identities (Thomas, McGarty, & Mavor, 2016). In addition, social interaction also helps form sustainable social relationships and facilitates the transfer of knowledge and information.

2. Transfer Information

Information transfer can be defined as the process of sending, receiving, or exchanging information between two or more individuals (Savolainen, 2017). The process of information transfer involves four main elements, namely, Source; The person or party providing the information. Sources can be individuals, groups, or organizations.

- Message: Information or message that the source wants to convey. Messages can be text, image, video or other formats.
- Channel: Media or means used to transmit messages from sources to recipients. Channels can be print, electronic, or face-to-face.
- Recipient: The person or party receiving the message from the source. Recipients can be individuals, groups, or organizations.

The process of information transfer starts from the source who wants to send a message to the recipient. The source then sends the message via a selected channel, such as email, telephone or social media. The message is then received by the recipient, who then processes the information according to their needs.

The transfer of information can be influenced by various factors, such as the clarity and accuracy of the message conveyed, the quality of the communication channel used, and the ability of the recipient to understand and process the information.

In the context of social interaction, the transfer of information occurs when individuals exchange information, either through verbal or nonverbal communication.

The transfer of information in social interaction can help individuals understand the views or opinions of others, and build better and closer relationships with others (Rahmadani, Yasmansyah, & Widiastuti, 2018).

3. Instagram

Social media is a digital platform that enables users to interact with each other, share content, and create and build social networks via the internet (Gündüz, 2017). Social media allows users to create personal profiles, send messages, share content, and engage in discussions and other activities with other users around the world. Social media is an online media, with its users can easily participate, share and create content including blogs, social networks, wikis, forums and virtual worlds. Blogs, social networks and wikis are the most common forms of social media used by people around the world (Purbohastuti, 2017).

Some examples of popular social media platforms include Facebook, Instagram, Twitter, LinkedIn, YouTube and TikTok. Each social media platform has different features and functionality, but all of them aim to facilitate social interaction and exchange of information between users.

Social media has become an important part of modern life and has a significant impact on today's culture and society (Abbas, Aman, Nurunnabi, & Bano, 2019). Social media enables individuals to connect with people from various backgrounds, build social networks, and participate in various forms of social and political activity (Boykoff & Yulsman, 2013). Social media is one of the developments in digital technology that uses the internet to make it easier for someone to communicate with people regardless of their location. Making many people like, in fact, almost everyone owns and uses social media (Putra & Yasa, 2019).

However, social media also has negative impacts, such as privacy and security risks, the spread of false information or hoaxes, and the pressure to create a perfect self-image and continuously update social media profiles (Appel, Grewal, Hadi, & Stephen, 2020). Therefore, it is important for social media users to use the platform wisely

and consider the impact it has on their mental health and well-being.

Instagram is an image and video-based social media platform that allows users to share photos and short videos with their followers or with the public in general. Instagram was founded in 2010 by Kevin Systrom and Mike Krieger, and since then has become one of the most popular social media platforms in the world (Shafer, Johnson, Thomas, Johnson, & Fishman, 2018).

According to the use of Instagram as learning communication is a new phenomenon in the use of social media, because it usually uses group communication, public communication, or interpersonal communication (Sari, 2017). Instagram was originally designed as a photo-sharing application, but has since developed into a more sophisticated platform with a variety of features and functions. Users can upload photos and videos, add filters and visual effects, add text and stickers, and share temporary stories that last 24 hours.

Instagram also allows users to follow other accounts and connect with other users through various forms of social interaction, such as likes, comments and direct messages. This platform has become popular among celebrities, influencers and businesses who use this platform to promote their brand and build their reach.

The tendency to use gadgets excessively and inappropriately will make a person indifferent to their environment both in the family and in society (Deshpande, 2013). Instagram also has a business tool that allows business owners to create a business profile, add contact and address information, and use advertising features to promote their products and services. Instagram is constantly developing new features and functions, and is one of the most innovative and popular social media platforms in the world.

4. The Process of Social Interaction Occurs

Social interaction can occur in various ways. The following are some of the ways social interaction occurs:

Face-to-face: The most common social

interactions in everyday life are face-to-face, such as talking to friends, family, or colleagues at work.

- 1) Remote communication: Social interaction can also occur through remote communication, such as telephone, text message, email or video chat.
- 2) Social media: In the digital era, social interaction can occur through social media, such as Facebook, Twitter, Instagram, and others. Social interactions on social media often involve interactions between people who have never met before.
- 3) Joint activities: Social interaction can occur through activities carried out together, such as playing sports with friends or joining a club or organization.
- 4) Social events: Social events, such as parties, weddings, or school reunions, can also be places where social interaction occurs.

Social interaction can occur spontaneously or planned, and can influence the feelings, attitudes, and actions of the individuals or groups involved. Engaging in positive and productive social interactions can enrich a person's social and emotional life, while engaging in negative social interactions can lead to conflict and stress.

5. How Social Interaction Works on Social Media

Social interaction on social media involves various ways, such as comments, likes, direct messages, and interaction through the same group or page. The following are some of the ways social interaction works on social media:

Comments: Commenting on other people's posts is the most common way to interact on social media. Comments can be opinions, endorsements, or criticisms of other people's posts, and can spark deeper discussion or debate.

Like: The act of "like" or "like" on other people's posts or comments is also how social interaction works on social media. "Like" can show appreciation or approval of the post or comment.

Direct messages: Direct messages allow social media users to interact privately with others without being seen by the public.

Direct messages can be used to start a conversation, send private messages, or answer questions that you don't want to share publicly.

Interaction through the same group or page: Joining the same group or page allows social media users to interact with people who share the same interests or goals. Interaction within groups or pages can spark discussion and collaboration between group members. Social interaction must be fulfilled, if this is experiencing obstacles then dissatisfaction will arise in the form of anxiety, fear, and excessive emotions. As social beings, humans need interaction between themselves and their environment and other people within the scope of their lives (Yohanna, 2020).

In addition, social media also allows users to share content, such as photos, videos or articles, which can trigger social interactions (Jiang & Ngien, 2020). Social media users can share their own thoughts, opinions or experiences, and solicit responses or reactions from other users. However, social interactions on social media can also have negative impacts, such as the emergence of online bullying, negative effects on mental health, and privacy issues. Therefore, it is important for social media users to use social media wisely and responsibly.

6. Relations Social Interaction With Information Transfer

The relationship between social interaction and information transfer is very close. In social interaction, individuals can exchange information, such as ideas, experiences, and knowledge. In this context, information transfer occurs when individuals share information with others in social interactions.

For example, in discussions or conversations, individuals can exchange information to gain a better understanding of a particular topic or problem. In joint activities, such as group discussions or business meetings, the transfer of information can help individuals achieve common goals more effectively.

In addition, the transfer of information can also occur in social interactions on social media. Social media

users can exchange information through comments, direct messages, or share content such as articles, videos or photos.

In a business context, the transfer of information through social interaction can be very important in building relationships with potential customers or clients. Good social interactions can help build customer trust and loyalty, and can help promote certain brands or products (Cardoso et al., 2022).

However, the transfer of information can also have a negative impact on social interactions. For example, inaccurate or incorrect information can be spread through social interactions, which can harm the reputation of individuals or businesses. Therefore, it is important for individuals to ensure that the information they share is accurate and reliable.

7. Social Interaction Relations and Information Transfer on the @Rabbitholeid Account

Social interaction through comments on Instagram occurs when Instagram users comment on other people's posts. Comments can contain various types of information, ranging from responses to posts, opinions or opinions regarding the topics discussed, or even questions. When someone comments on other people's Instagram posts, it can trigger social interaction between these Instagram users. The person receiving the comment can respond by sharing their opinion or additional information, or even invite further discussion.

The social interaction that occurs through comments on Instagram can help build community and establish closer relationships between Instagram users. Comments conveyed can provide support or appreciation to others, and can help strengthen relationships between individuals or groups. In addition, social interaction through comments on Instagram can also help promote certain brands or products. Positive comments from Instagram users can help strengthen a brand or product's reputation, and can help generate interest from potential customers.

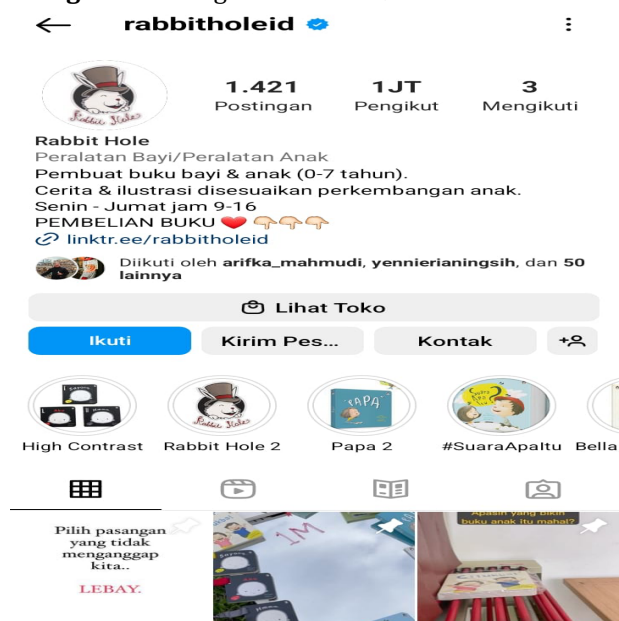
However, social interactions through comments on Instagram can also have a negative impact, especially if the comments are inappropriate or offensive (Bozzola et al.,

2022). Inappropriate comments can lead to debate or conflict, and can damage the reputation of Instagram users.

Therefore, it is important for Instagram users to consider the effect of comments before sending them. It is important to ensure that the comments submitted do not harm others, and contain information that is accurate and useful for others (Hirose, 2022). Social interaction and the transfer of information through comments on social media are closely related. Comments are one of the most common forms of social interaction on social media, and are often used to exchange information.

The @Rabbitholeid account uses several interaction methods to initiate an information transfer. Some of these interaction methods as mentioned in the points above such as through comments, DMs, likes, or other interactions such as when the account obtains opinion responses through the Instagram story feature.

Figure 1. Instagram account @Rabbitholeid



Furthermore, as in the formulation of the problem, the thing that is highlighted is when the account owner @Rabbitholeid and his followers exchange opinions through the comments column. When someone comments on a post on social media, they may share information, ideas or experiences related to the topic discussed in the post. In this case, the transfer of information occurs

when individuals exchange information in the form of comments.

For example, in a post about parenting and the experience of being a parent create responses from people. Others who read the comments may gain new information about parenting styles and can apply this to their future parenting styles. In addition, comments can also trigger deeper discussions or debates between individuals. In this case, individuals can exchange information and their views on certain topics, and can learn from each other from different points of view.

However, the transfer of information through comments on social media can also have a negative impact (Huang, 2021). Inappropriate or inappropriate comments can create unnecessary conflict or debate. Inaccurate or unsubstantiated comments can also spread widely and spread misinformation.

Therefore, it is important for individuals to consider the effect of their comments before posting them on social media. It is important to ensure that the comments provided do not harm others, and contain information that is accurate and useful for others.

CONCLUSION

Social interaction can occur directly through face-to-face communication, or through social media and technology that allows remote interaction. Social interaction can also involve various forms of behavior, such as verbal and nonverbal communication, along with physical gestures, facial expressions and eye contact.

The @Rabbitholeid account uses several interaction methods to initiate an information transfer. Some of these interaction methods as mentioned in the points above such as through comments, DMs, likes, or other interactions such as when the account obtains opinion responses through the Instagram story feature. Furthermore, as in the formulation of the problem, the thing that is highlighted is when the account owner @Rabbitholeid and his followers exchange opinions through the comments column. When someone comments on a post on social media, they may share information, ideas or experiences

related to the topic discussed in the post. In this case, the transfer of information occurs when individuals exchange information in the form of comments.

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