

Openness and Attention in the New Economy of the Social Media Era

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***Abstrak.** Perubahan media komunikasi berupa interaksi sosial dan bisnis telah membawa masyarakat pada ekosistem ekonomi baru, khususnya media sosial. Media sosial menawarkan ekosistem ekonomi yang disebut ekonomi atensi. Berbeda dengan ekonomi uang, atensi lebih abstrak dan memerlukan langkah-langkah spesifik untuk finansialisasi. Namun, atensi tetap menjadi barang langka dan diperebutkan di dunia digital. Berbagai cara digunakan untuk mendapatkan atensi. Salah satunya dengan menggunakan keterbukaan. Penelitian ini menggunakan pendekatan kualitatif dengan strategi studi kasus deskriptif dan wawancara dengan narasumber terpilih untuk menggambarkan bagaimana sebuah lembaga nirlaba, dalam hal ini Lembaga Pengelola Dana Pendidikan. Lembaga Pengelola Dana Pendidikan Republik Indonesia (LPDP RI) / Lembaga Pengelola Dana Pendidikan Republik Indonesia, menerapkan keterbukaan media sosial untuk menarik atensi pengikutnya. Hasil penelitian menunjukkan, lembaga nirlaba tersebut tidak sepenuhnya menerapkan keterbukaan di media sosial. Hal tersebut mengakibatkan tidak optimalnya atensi para followers yaitu stake holders, penerima beasiswa, calon penerima beasiswa dan masyarakat. Disarankan kepada lembaga nirlaba lainnya untuk terus menerapkan keterbukaan agar memperoleh manfaat berupa atensi secara optimal.*

***Kata kunci:** Keterbukaan; Komunikasi; ekonomi atensi; media sosial; Ekosistem Pembayaran*

Abstract. Changes in the communication media in the form of social and business interactions have brought people to changes in the new economic ecosystem, especially social media. Social media offers an economic ecosystem called attention economy. In contrast to the money economy, attention is more abstract and requires steps for financialization. However, it remains a rare and contested item in the digital world. Various ways are used to get the attention. One of them is by using openness. This article applies a qualitative approach with the descriptive case study strategy and interviews with selected informants in order to describe how a non-profit institution, in this case the Lembaga Pengelola Dana Pendidikan Republik Indonesia (LPDP RI) / Educational Fund Management Institution of the Republic of Indonesia, applied openness to social media to attract attention from its followers. The data were collected by in-depth interviews. This technique works by recording verbal statements of the research subjects and involving other persons to limit word flows, which are submitted by questions. As a result, the non-profit institution did not fully implement openness in social media. This resulted in non-optimal attention from the followers, namely stake holders, scholarship recipients, prospective scholarship recipients and public. It is suggested to other non-profit institutions to continuously apply openness in order to obtain benefits in the form of attention optimally.

Keywords: Openness; Communications; Attention Economy; social media; Payment Ecosystem

1. Introduction

In this era, internet has successfully changed the human's ways to fulfil his daily life necessities, whether they are psychological or physical necessities, through the social and communication interaction pattern (Derks & Bakker, 2013). The survey carried out by the Asosiasi Penyelenggara Jasa Internet Indonesia (APJII) / Indonesian Internet Service Providers Association, found that internet users in Indonesia reached 143.26 million out of 262 million people in 2017. It meant 54.68% Indonesians had used internet (APJII, 2018). According to the statistical data, in the beginning of 2018, there were 3,800,000 applications available in Google Play and 2,000,000 applications available in app store which focused on games, business, education, lifestyle, entertainment, tourism, health, books, food and beverages, productivity, music, finance and banks, sport, social media, health, and shopping (Statista, 2018).

It is interesting that out of million applications available in the digital store, social media applications were the second top applications after chat applications in 2017, i.e. 87.32% of total internet users in Indonesia (APJII, 2018). Due to the social media popularity in the internet, software companies create various interesting social media applications. Prior to 2010, Facebook was the globally leading social media application as the most downloaded application.

However, since Facebook acquired Instagram, both Instagram and

Facebook dominated the download number up to 78.6% global social media applications downloads (Bary, 2018).

Instagram turns into the leading social media application because it offers picture and video sharing service. In social interaction, picture and video sharing is easier rather than text sharing (Goh, Ang, Chua, & Lee, 2009). Instagram grows tremendously. It is recorded that Instagram users upload 55 million pictures in a day. Communicating by visual contents can create a tighter bond among Instagram users (Bakhshi, Shamma, & Gilbert, 2014).

Instagram is not solely used for personal purposes, but it is also one of business applications which can develop marketing and increase sales by its various features referred to as Instagram business (Instagram, Instagram Business, 2018). Businesses via Instagram keep developing and are able to target a specific market niche with various marketing strategies and utilization of business features launched and added to in each certain month. However, it should be highlighted that when a business in social media develops, it is not only about how such products are marketed and sold, but also how payments and products become valuable and an independent and new payment ecosystem revolution in such social media.

According to Terranova (2012), the last few years have seen digital economists enthusiastically discussed about the payment ecosystem changes. The payment is no longer in cash but also attention. Attention is predicted as

the new highly significant economy. The attention economy has a high value because it has rare characteristic and struggles are necessary to obtain the attention (Maurer, 2012). Therefore, the digital economists now try to compete to grasp the attention from audiences, so their marketed products and media become valuable. In the last few years, companies have invested significantly to integrate financial transactions in the social media and cellular platform (Manzerolle & Wiseman, 2016).

The attention economy tends to be new and the form cannot be found in the previous ecosystem. However, this economic form moves rapidly and dominates the internet economy in the world. According to Goldhaber, nowadays, openness was the most significant way to attract attention as much as possible from the other internet user. The openness can become a form of the attention economy and also assist the attention economy to be a dominant economy and payment ecosystem in the digital world (Goldhaber, 2006).

The openness applied to achieve benefits of this attention economy can rapidly develop and even this openness in the economy may replace companies which pursue cash profits and even non-profit institutions, such as universities and other educational institutions, because solely pursuing cash profits is no longer relevant in the digital age (Manzerolle & Wiseman, 2016). Non-profit institutions recently shift to social media as a facility to communicate marketing, relationships, and promotions of program to stakeholders. Under such condition, the

institutions have undoubtedly entered a new economic ecosystem, i.e. attention economy. The profits obtained are no longer money but they are attention from their social media followers. One of the state non-profit institutions, which uses social media for promotion, construction, and development of relationships and marketing of the program is Lembaga Pengelola Dana Pemerintah Republik Indonesia (LPDP RI) / Educational Fund Management Institution of the Republic of Indonesia. LPDP has various active official social media accounts and many followers. LPDP has more than 19,430 scholarship recipients who are connected via email group, Mata Garuda, telegram channel, WhatsApp, and Instagram. However, out of such media, Instagram has the most followers and even each province, scholarship recipient batch, campus, and state has its own Instagram. It shows that communications via Instagram is more intensive than other social media.

Among all LPDP's official Instagram accounts, the @lpdp_ri account has the most followers, i.e. 244,000 active followers up until recently. The comment feature and number of likes on the official LPDP Instagram account are never get small number. noted, @LPDP_RI Instagram account can reach 1122 comments and 13,817 likes for uploads on May 10, 2019. Scholarship recipients can also freely re-upload the content on the Instagram account. This shows that the attention possessed by the LPDP is

quite large and opens opportunities for openness in it.

It is interesting to observe the openness in a non-profit institution's official account and the account's ability to attract attention and achieve the most profits in this digital payment ecosystem, coupled with the data that research on openness in the economy of attention in the context of government non-profit institutions has never been discussed before.

2. Literature Review

Attention economy in the digital era

According to Manzerolle & Wiseman (2016), attention economy is a system which involves payment activities and accepts and looks for attention from other human in the form of awareness, cognizance, care, focus, etc. There are some variations of the general definition of attention, i.e. mental participation which focuses on a specific part of any information or content (Davenport & Beck, 2001), or time spent to interact with something or somebody (Simon quoted in Kortelainen, 2012, p. 661).

Attention can be an economic basis because of its rare, limited and irreplaceable resource. Economics is a study that focuses on the allocation of scarce resources by social and individuals. When attention is seen as a scarce resource, attention can be the basis of economic research in the current information age, which is called economic attention (Samuelson and Nordhaus 2010). Scarcity of attention can be seen from the limitations of

human capacity in giving attention to everyday life. The allocation of attention and informatic selection is very important (Hendricks V.F., Vestergaard M. 2019). Attention can also be transferred to other parties, other people and products so they can be monetized. This principle is commonly used by advertisers. When someone who becomes a star has great attention by people, the company will pay the star to divert attention to him to the product advertised. In essence, advertisers pay for the attention of the audience. (Hendricks V.F., Vestergaard M. 2019).

Attention strives to bring the new economic track record from the media which tends to have a direction toward an orthodox line. Attention also re-introduces rarity principles, which are usually about abundance and unlimited possibility. Different from the abundant information characteristic, attention becomes rare because such attention shows a whole neuropsychological limit of the perception and social limitation to the consumption time (Terranova, 2012). Data and metadata operation technique which is abstracted into a digital interaction is a basis for the financialization of the attention (Terranova, 2012, p. 5). The attention becomes valuable because the attention can bring money. More attention means bigger cash. Instead, less attention means less cash (Goldhaber, 2006).

The attention economy may be more abstract than the money economy. Thus, it is not less significant to understand the transactional logic in the digital age: development of the attention

measurement as an influence incessantly evolving in the digital advertisement and marketing – and more general, future commercial development in the digital platform and content (Manzerolle & Wiseman, 2016).

Openness to improve rare resources

A quite significant payment economic change in the digital world, which initially used cash payment transactions only and it now tends to head for abstract profits in the form of attention, results on many choices, social motivations and structures, and also unique values. Therefore, the openness becomes very significant to be applied into, measured, and used to accomplish the prosperity in the attention economy. Types of the openness of media according to Goldhaber (2006) were as the following.

a. Freedom to state thoughts and self-expression to other internet users as wide as possible without any boundaries;

b. Reciprocity from audiences for the dissemination of thoughts, expression, etc.;

c. Open access where the users could easily access other users' thoughts and expression without any specific requirements, especially a requirement to pay some cash. The higher the requirements and more money to pay, the lower the openness and attention;

d. Self-publication. It meant a person could publish his thought or feeling and it was possible to

collaborate or cooperate with other parties. More collaboration opportunities for a person meant a bigger chance to get attention;

e. Possible to claim the thoughts or expressions published and use other people's works as a basis for creation without eliminating a claim on other person's thoughts and expressions. By developing the creation, innovation could be faster and attract the attention of other users intensively. The development could be adjusted with the thoughts and will to express as he wanted. Even though other internet users will co-develop such thought and expression faster in the future, our role as the mastermind or first creator of the ideas can still be recognized;

f. Opportunities to define an idea and project, which made internet users as the main source for further articulation and development. The internet users could register for any things which they could carry out and further define and create such things;

g. Support for a group which formed internet users ecosystem and open to partnership even though the internet users were not famous;

h. Ability to build a semi-independent fans group, which was reliable and acknowledged or new star who published himself as a fan;

i. If the user was a fan, he could directly communicate with his fans and even provide an opportunity for his fans to communicate with each other;

j. Ability to establish a communication community which could communicate equally and personally.

Each new combination of the openness types can only be created by a new social finding, where it can be considered as the attention fought for. A successful social finding, such as Vlog, Blog, etc. will become valuable if it is able to attract attention (Terranova, 2012).

Social media for communications

One of the new digital media types, which is highly consumed by the public, is social media. Social media is defined as a group of 2.0 network-based platforms and supporting services and practices for collaboration, community building, interactivity, participation, sharing among users (Acheaw & Larson, 2015). Social media contents to be created, distributed, and consumed by the users are information in the form of writings, images, photos, videos, or other things which can be represented digitally (McFarland & Ployhart, 2015).

Social media is also referred to as “Social Web” because it has characteristics of easy to produce and publish by the users, and the users’ collective intelligence encourages a more democratic use (Boulous & Wheeler, 2007: 2) in (Reitz, 2012). Along the way, social media certainly becomes the best and effective communication media.

Based on the statistical data up until April 2018, social media used globally are Facebook, YouTube, WhatsApp, Facebook Messenger, WeChat, Instagram, Tumblr, Qzone, Sina Weibo, Reddit, Twitter, Baidu Teiba, Skype, LinkedIn, Viber, Snapchat, LINE, Pinterest, and

Telegram (Kemp, 2018). Each social media above has its unique feature, such as sharing pictures and videos, voices, instant text messaging, online virtual games, blog, etc. (Bulik, 2008).

However, Maeve Duggan as the writer of the new findings on Pew internet research stated that 54% of the internet users used social media to share pictures and videos, whether they were their own pictures or other users’ pictures. It is triggered by a way of thinking that pictures and videos are documents of the unique and interesting point of view of the life. They give a dramatic effect of moments experiences by the users in the social circle and establish a digital scrapbook, social story and bond (pew, 2013). There are many social media which offer photo and video sharing feature. However, one of the media, which is often used for its photo and video sharing feature and develops rapidly, is Instagram. Until 2018, Instagram successfully reached 78.6% of the global social media application download (Bary, 2018). Instagram was launched on 6th October 2010 and later acquired by Facebook in 2012 (Instagram, A quick walk through our history as a company: 2018). Instagram has more than 200 million active monthly users and 55 million photo uploads in a day (Bakhshi, Shamma, & Gilbert, 2014). Instagram consists of the words ‘Insta’ which derives from the word ‘instant’ and ‘Gram’ which derives from the word telegram. Instant refers to an effortless system to upload photos and telegram refers to fast information delivery. Therefore, if such two words

are combined, Instagram is an easy and fast photo and video uploading application (Kennedy, 2015). The ease and speed of this application is not only about the uploading process, but also the download process and use in internet-based applications.

Instagram can be downloaded fast and for free from either Google Play or Apple Store and is available in a web version. Thus, it can be used not only in smartphone but also laptop, computer or tablet and it is designed to be connected to other social media, such as Facebook, Tumblr, Twitter and Flickr. Therefore, the users can share photos from their Instagram account to other connected social media accounts (Ting, 2014).

Features in Instagram explained in detailed in the Instagram's official web can be found in the information Centre, namely (Instagram, A quick walk through our history as a company: 2018):

a. Photo and video uploading: photos can be uploaded directly from the camera or existing photos in the gallery. Photos can be edited first. 10 photos can be uploaded in one session and they will appear in one feed. Video can be uploaded to Instagram and the duration of the video will be 60 seconds. User also can upload video with 15 second duration in the story feature and appear in 24 hour later.

b. 10 videos can be uploaded in one feed. Videos can be edited first prior to the upload, such as, to cut the duration, give a certain color effect, or silence the voice. Information related to the uploaded photo or video

can be attached to each upload in the Instagram feed. Caption can be writing, hashtag, or mentioning of other Instagram account. Caption which has been made and uploaded can be edited at any time if there is any error. There will be a word "edited" after the edit.

c. Comment and Likes: the comment section provides an interaction space among users. Anyone can comment and respond to each other by mentioning other Instagram's account. The comment section can be turned off if the Instagram users do not want to interact with other accounts. In addition, the comment section can also be set as limited at the wish of the user. The love symbol in each upload is referred to as a like feature. Other Instagram users can give likes if they feel that the photo or video uploads are interesting. The more interesting an upload, the more likes.

d. Direct message: Users can also interact in conversations via a direct message feature. This feature is personal because other accounts cannot see any conversations among both accounts involved. In this direct messages, user can establish a group interaction space which consists of several accounts in one direct message and it is private. It means conversations can be seen by accounts joining the group.

e. Gif, question box, text, drawing, filter, boomerang, rewind: the story photo and video uploads have facilities to make interactions between one user and another easier by features of Gif, question box, text, drawing, filter, boomerang, rewind, polling and

sticker. Therefore, the expressions can be carried out in a more varied way.

f. Reshare: each upload to the story feature can be reshared. However, the uploader's account can turn off such reshare feature.

g. Account lock: Instagram accounts can be locked. Thus, only the followers can see uploads of the locked account. If other non-following accounts want to follow such locked account, they must submit a "request". Users who lock their account can accept or reject such "request to follow".

h. Live Streaming: the users can upload their activities by video they directly shot. The users can directly interact with other users via the like and comment feature.

Various features in Instagram make interactions among the users more intensive. The users can easily express themselves by various features to be responded by their followers. Cohen (2016) explained that Instagram also offered popular persons to publicize their personal life by uploading photos and videos, so they could build a closer relationship with their fans and positive image. It was recorded that there were 70 million photos uploaded daily by popular persons. Persons who are popular in the social media are referred to as an influencer (Veirman, Caubergh, & Hudders, 2017).

3. Methods

In order to answer the research questions, this research applies a qualitative approach. A qualitative research in social sciences attempts to find and describe in a narrative report

(Erickson, 2011). In this research, the author used a descriptive case study strategy to obtain information which could answer research questions in an openness case of the @lpdp_ri Instagram account, so a detailed description on types and processes of the openness and outcomes of the attention could be obtained (Flyvbjerg, 2011). The data were collected by in-depth interviews. This technique works by recording verbal statements of the research subjects and involving other persons to limit word flows, which are submitted by questions (Yow, 2005).

Criteria of the informants were as follows: followers of the official @lpdp_ri Instagram account, following the @lpdp_ri Instagram account for at least 1 year, active in using Instagram for the last three months. Such criteria were expected to provide a description on openness of such Instagram account.

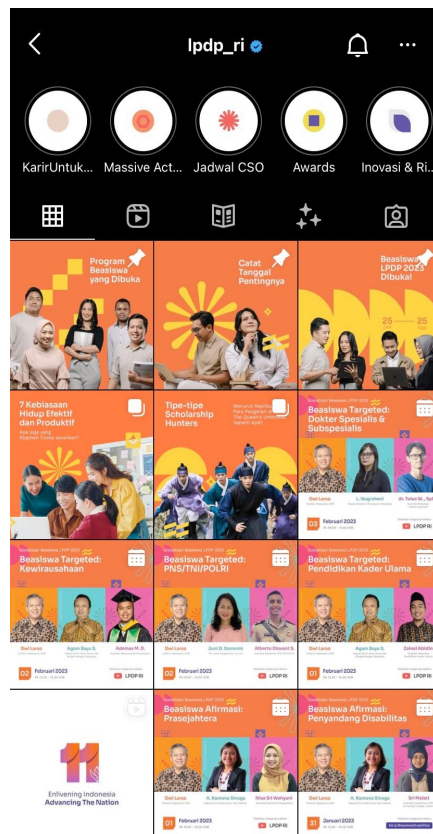
Interviews will be conducted on informants who corresponding the criteria above to achieve data saturation, namely when the next informant has provided the same data and there is no new information (Gentles, Charles, Ploeg & McKibbin, 2015). In qualitative research, if through less than 5 informants when it reaches a saturation point, justification can be accepted (Smith, 2003). Following the interview, the data were processed and analyzed. The stages were: to collect data from interview records completely and change them into a verbatim form as there might be a room for incomplete data on the field, organize data, and prepare them in a chronologically location and table, and carry out coding.

There were three steps of the coding in a qualitative research according to (Cresswell, 2010), namely (a) Open Coding: open coding was the first step to codify data by creating a mark or label in a specific theme or concept and theme category and abbreviate such labels as initials to make easier categorization. Then, such labels were attached on the data prepared; (b) Axial coding was the second step to classify data which had codes in one same cluster. Then, they were grouped into one category or sub-category; (c) Selective coding was re-reading all data, highly selectively

looking for data suitable with the theme and concept, and comparing such data after all data were considered complete (Creswell, 2010, p. 275).

The next step was to connect one data to another in order to identify a pattern and relationship in specific details and interpret, describe, and define each point. This research applies the thematic analysis. This analysis identifies, analyses, and reports patterns among data. This analytical method is theoretically flexible and makes significantly rich interpretation (Creswell, J.,2007).

Figure 1 LPDP’s Instagram Account



Source: Instagram

4. Result and Discussion

LPDP is an educational fund management institution in Indonesia, which is under the Ministry of Finance of the Republic of Indonesia. It was launched on 28th December 2011. Program of LPDP are postgraduate scholarships (for master's and doctoral degree), research funding, educational facility rehabilitation funding and operation of LPDP's activities. Several scholarships provided by LPDP are regular scholarships, affirmative scholarships, affirmative TNI, PNS, and POLRI (Indonesian Army, Civil Servants, and Indonesian Police) scholarships, medical specialist scholarships, BPI, dissertation scholarships, scholarships for Islamic school students, scholarships for eastern part of Indonesia, affirmative scholarships for scientific Olympic achievers, scholarships for technology and skill (LPDP, 2023). Every scholarship recipient will be grouped based on the departure preparation batch (PK) and each batch is named based on the sequence of the departure and nickname created by such scholarship recipient.

As a non-profit institution, LPDP has more than 35.536 scholarship recipient in all over Indonesia and a draft of program until the year of 2045 (Ahdiat, 2023). Therefore, LPDP needs an independent communication media to continuously promote its program, manage relationship with stakeholders, scholarship recipients, and prospective scholarship selection participants. Various media have been

used. One of them is the @lpdp_ri Instagram account.

The @lpdp_ri Instagram account was first created in 2015 by uploading the activities of the overseas scholarship recipients, who were undergoing their study. The number of photos and videos uploads in the @lpdp_ri account has now reached 1.083 uploads. The number of such Instagram account followers was 858.000 followers until December 2018. The followers consisted of scholarship recipients, stakeholders, and prospective scholarship recipients. The @lpdp_ri Instagram account is an official account managed directly by LPDP as stated in the biography of such Instagram account.

The content uploaded to such social media varied from photos to videos which contained the schedule of scholarship selection and announcement, types of scholarships provided by LPDP, activities with stakeholders and ministers, notices on information related to LPDP, greeting and celebration of national public holiday, achievements of the scholarship recipients in the scientific, technological, or social sector, bonding events, social and developmental activities for the public, and contests managed by LPDP.

The informants of this research were 3 active followers of the @lpdp_ri Instagram account, who were active in Instagram for the last 3 months and followed the @lpdp_ri account for at least one year. The profiles of the informants were as follows: (1) Christine, 41 years old, civil servant,

awardee of LPDP, following the @lpdp_ri account because she wanted to get the updates on LPDP. Christine saw every upload of LPDP RI Instagram account and responded like likes when there were interesting uploads for her; (2) Sri Fidyah, 24 years old, private employee, following the @lpdp_ri account because she wished to get information on selection schedule, announcement, and description of LPDP RI's activities. She monitors uploads of LPDP Instagram accounts, comments and likes when there is content that interests her; (3) Vanny, 31 years old, postgraduate, awardee of LPDP, following the @lpdp_ri account because she wanted to obtain updates on LPDP's program and take further study to the doctoral program via LPDP program in the future. She activates notifications on the LPDP RI Instagram account so she can find out every time there is a new upload. She also gives a like and reshare the upload of LPDP's Instagram content if it has a connection with or something that interests her.

Freedom to state ideas and expressions

From the interviews with the three informants, Christine, Sri, and Vanny stated that the content fully derived from the admin. Followers could not easily contribute to contents by either resharing or mentioning account's identity. However, followers could freely submit their ideas and expressions via likes, share, and comment feature. In the comment feature, the followers of the @lpdp_ri

account could answer one comment to another. Based on the concept defined by Goldhaber (2016), this was an openness which showed that there was freedom to submit thoughts and self-expression as wide as possible and limitless to other internet users in social media. However, this openness was solely limited to comments and likes. In case of content creation, the account followers have not had any chance to state their ideas and expression freely because all contents were controlled by the admin.

Exchange to and by the audiences

Then, Sri, Christine and Vanny stated that the admin of @lpdp_ri Instagram account never replied to comments from the followers, whether the comments were sent to the photos and videos uploads, Instagram story or Instagram feed. However, from the comment feature, the follower could see other followers' comments and give replies, answers, or responses of likes to other followers' comments. It means this @lpdp_ri Instagram account opens an exchange for the audiences related to the dissemination of thoughts and expressions from all users, instead of the account manager.

Open access

In general, the @lpdp_ri Instagram account was a 2.0 web based social media account which relied on the internet network to access it. Thus, there was no requirement for any payment if someone wanted to access links, information, videos, etc. provided by this Instagram account. The account

was relatively easy to be accessed and it was open. To comment, give responses, get information, etc., other Instagram users did not have to comply with any requirements to follow the @lpdp_ri account first, because the @lpdp_ri account was a public account which was not locked or made private. Therefore, any person could see the photo and video uploads in the feed and story of such Instagram account. It can be concluded that there are open access where other Instagram users can easily access ideas and expressions uploaded by other users without any specific requirements, including a requirement to pay some amount of money or take a certain action.

Collaboration and partnership

From the interviews, Vanny and Sri stated that collaborations were not really possible. Christine added that the collaborations in the @lpdp_ri account were limited, i.e. collaborations with the Ministry of Finance only. Meanwhile, it was not possible for collaborations with other Instagram users. This shows that there is a possibility of collaboration in content creation, but is limited to official institutions and LPDP collaboration through tiered channels, not from followers or awardee accounts. Christine added that collaboration between awardees can be found in the 'Mata Garuda's account, which is an Instagram account specifically for scholarship recipients as well as LPDP alumni.

Freedom to develop existing ideas

Three informants also stated that the followers could use the story repost and reshare feature for uploads of the @lpdp_ri Instagram account without detriment to main information source. The users could easily take screenshot, save post, and many more. Therefore, it can be concluded that the @lpdp_ri Instagram account has applied a possibility to claim any submitted idea or expression. It also opens an opportunity to develop creations, accelerate innovations, and attract attention from other users more intensively. The creation development can be adjusted to the idea and self-expression even though there will be other internet users in the future who co-develop the ideas, thoughts, and expressions in a faster way. Our role as the mastermind or initial idea creator can remain acknowledged.

Definition of the project and content

Even though it was possible to develop creations, it was not the same as such development provided a chance for the followers to jointly provide any definitions on the contents to be uploaded by the @lpdp_ri Instagram account. Sri, Vanny, and Christine stated that all uploaded contents were decided by the admin without any consideration or input for a specific project definition from the account followers. It makes the followers do not have any special circle in the social media ecosystem scope of the @lpdp_ri Instagram account.

Establishment of the ecosystem and fanbase

However, according to the statement of Sri and Vanny on activities and interactions in the @lpdp_ri Instagram accounts, the scholarship recipients could establish a semi-independent which participated in expressing and submitting information related to the scholarships and conditions of the scholarship recipients in a semi-independent method. Such accounts were created based on the study location, such as accounts of @lpdp_ui, @lpdp_ugm, @lpdp_anu, and many more, or departure batch, among others accounts of @lpdp_pk85, @lpdp_pk61, @lpdp_lagaligo, and many more. It shows that the @lpdp_ri account can provide a chance for other followers to establish a semi-independent fanbase, which is reliable and acknowledge or new star who publicize himself as a fan.

Direct and equal communications

Based on the conditions above, i.e. limited replies from the admin, not involving the audiences to create contents and no direct interactions via polling, questions, live streaming, and others, it can be concluded that the @lpdp_ri Instagram account manager provides less opportunity for equal communications.

5. Conclusion

According to the data description and descriptive analysis on the Openness of the @lpdp_ri Instagram account, there are several conclusions. The openness of the @lpdp_ri Instagram

account included the freedom to state ideas, thoughts, or expressions in the comment, share, and like feature by the followers of the LPDP Instagram account, but there was no freedom to submit ideas on feed or stories feature from followers and uploaded by the official LPDP Instagram account admin. In addition, the openness in the Instagram account was also realized in the form of reciprocity among the Instagram users, not from the official admin. This shows that freedom of ideas and reciprocity only occurs at the level between users. Does not touch at admin level and followers. Admin does not give freedom to express ideas and responses to followers both in the features in the story and feed. Although it is known that in the story there are now many features available that can involve active followers in interacting, sharing stories and thoughts, but there is no one of those features are used by official admin.

Limitations in openness can also be found in the opportunity to collaborate in making content uploaded in LPDPRI's official Instagram account, where collaboration is possible to occur freely at the level between users in the comments feature. Whereas in the form of content, collaboration is still limited to certain institutions or parties who are partners and have good reputations. Even if the Instagram account collaborates with stars, there is no chance for the guest star to be able to communicate directly with followers of the LPDP RI Instagram account. The freedom to develop ideas and parallel communication cannot be freely found

in LPDP RI's Instagram account at the follower level and admin of LPDP's official Instagram account.

In terms of development creations were found still experiencing limitations because the development was limited to personal accounts and personal wishes of the followers themselves. Not actively raised by the admin of the LPDP Instagram account, not easily facilitated on LPDP's Instagram account. This also led to the limited ability of followers to define projects and further creation of the content contained in these accounts. Meaning and development of creation of existing content. Creation development is limited to redistributing content uploaded by LPDP's Instagram account.

But on the other hand, accessibility can be found easily in terms of fanbase formation and ease of access, where LPDP Instagram account followers who are awardee and alumni of LPDP scholarship recipients can form Instagram accounts other than community based on regional similarity, force group identity, and based on LPDP alumni status, which was developed to establish communication and share information about LPDP itself. The ease of accessing an LPDP account can also be found easily because the Instagram account does not use privacy features, restrictions on viewers and certain conditions to be able to see every content uploaded. This shows that the official LPDP RI Instagram account, namely @lpdp_ri has implemented openness but is still limited. This means that the account

only applies part of the source of accessibility and not as a whole.

This shows that the official Instagram LPDP RI account has implemented openness in its account so that it can obtain attention, but the openness is still limited. This limitation can be seen from the level of openness that still exists among users only through the use of the comment feature on Instagram. Whereas the openness regulated by the admin of the LPDP Instagram account has still not been found, especially in terms of freedom to contribute to content creation, reciprocity, collaboration and direct communication with guest stars presented in the content. All only at the level between users. @lpdp_ri's followers communicate equally with each other's comments, collaborating to answer certain topics and developing ideas through the re-sharing feature is an openness that arises from the basic features that exist on Instagram without any active role from LPDP.

But even so, it cannot be said that @lpdp_ri is a closed account considering that LPDP does not privatize accounts, does not set payments or certain treatment conditions and does not turn off the comment and reshare features. That's why openness can still be found even though it's limited. The thing to note is that big attention still arises on LPDP RI Instagram accounts even though the admin does limited disclosure. This was conveyed by informants, that their willingness to join LPDP's Instagram account was their need for the scholarship itself. Given that

scholarships are a form of economic transactions that benefit recipients in large numbers in the education sector. Because of this, LPDP is interesting and raises great attention even though from its own Instagram account there is limited openness.

As a government institution that does not run after money and does not aim to monetize the attention it obtains, it is normal that the LPDP had limited accessibility. But in the economic attention approach in the era of social media, the attention is not only about monetization but also how the ability to influence and led opinions to the people, build certain knowledge and enthusiasm. So as a government institution that has an important role in education, part of the finance ministry and suppliers of gold development in Indonesia in 2045, it also needs to carry out the function of openness to provide opinions, advice, knowledge about scholarships and recipients such as determination in building and achieving goals, management scholarship personal finances, work mindset, nationalism and so on. Therefore, it is a suggestion for LPDP to be able to use the Instagram account to optimize the potential attention of its followers in order to gain an advantage in the attention economy that can be used to develop the country of Indonesia.

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