



# Use of Exclusive Features on Instagram Social Media @azizahsalsha\_

Astika Lestaluhu<sup>1\*</sup>, Indah Wenerda<sup>2</sup>

<sup>1,2</sup> Universitas Ahmad Dahlan Yogyakarta, 55166, Indonesia

<sup>1</sup> [astika1900030362@webmail.uad.ac.id](mailto:astika1900030362@webmail.uad.ac.id) \*; <sup>2</sup> [indah.wenerda@com.uad.ac.id](mailto:indah.wenerda@com.uad.ac.id)

\* Correspondent email author: [astika1900030362@webmail.uad.ac.id](mailto:astika1900030362@webmail.uad.ac.id)

## ABSTRACT

### Keywords:

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Instagram  
Social media

Social media can be used for distribution media information that can be accessed with fast to the world Instagram has become one of the many social media platforms used Because content visuals. Instagram story and Instagram Reels is one of the most features interested. Existence This Instagram Exclusive feature is one of method intelligent for content creator for get income from content. In study this, researcher choose type study quantitative in nature inferential. Where does the meaning from study quantitative Alone is research conducted with method raise funds analyze data with the approach that has been constructed with analysis statistics. Research model quantitative more focus on the phenomena that occur with collect data later can measured with technique computing. Then in the research inferential This is one of type from method study quantitative Where method his work is with do analysis connection between variable with testing HypothesisBased on from results research with use technique data collection, researcher get findings from results observation with existence shared patterns become three group part based on reference from Joseph Luft and Harring on the Johari Window theory. Where the three main pillars the namely Daily Life, Lifestyle, and Romance. Theory selfdisclosure Johari Window is used For analyze use feature exclusively on Azizah's Instagram account Salsa there is three the pattern that becomes characteristics typical from use feature exclusive namely daily life, lifestyle and romance on Azizah's Instagram account Salsha who then divided in pattern including open areas, closed areas, areas blind , and the area is not known.

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## 1. Introduction

Generation millennials is A generation born between 1980s to now. Generation This very familiar with the world of technology digital- based. The use of gadgets is part from their lifestyle. Utilization instant technology has make it easier diverse activity generation millennials This. Amount social media users among millennials This Enough big namely reached 93%, because That need under scrutiny How its utilization to be more Can leading to positive things. Social media is currently one of the most popular forms of media among the millennial generation. Communication technology has developed very rapidly since the advent of the internet, The progress of social media which is widely used by the wider community is one example of this progress. Anyone who has a smartphone almost certainly has an account on Facebook, Twitter, Instagram, Path, and so on. Facebook has 71.6 million users (54%) while Instagram has 19.9 million users (15%) based on a study by APJII (Association of Indonesian Internet Service Providers). Facebook is the most popular social media platform. Data presented by APJII shows that society is already very dependent on social media to accelerate



communication between individuals and individuals and groups. This condition is like a habit that changes how to communicate in this digital era (Martha, 2021).

Social media can be used as a medium for disseminating information that can be accessed quickly to all corners of the world, in addition social media also has negative and positive impacts. One of the negative impacts is the lack of direct or face-to-face interaction, this will cause excessive addiction to social media as well as issues of ethics, privacy and regulations. Instagram is one of the many social media platforms used Because content visuals. Instagram story and Instagram Reels is one of the most features interested. What makes Instagram that Alone unique from the visual focus and culture of the influencer alone. (Pratiwi & Fazriani, 2020).

Exclusive features in instagram or This Instagram subscribe feature released in 2023, features This made for the content creator for get income through content that has been made for users other Can access paid. With monetization somebody can change something that was before No invaluable Can direct into money or income. In addition give benefits For content creato , features exclusive this also accepts payment monthly through feature subscribe from followers so that the content that made by him No all user can see it .

Existence This Instagram Exclusive feature is one of method intelligent for content creator for get income from content. When instagram subscribe feature activated, followers will get announcement from their feed at once in profile creator.followers who already have subscribe service This will get access exclusive on posts feeds, reels, live instagram and many content others (Fadillah, Wibowo, Hariyati, & Jandevi, 2022). What distinguishes feature exclusive with instagram business is feature exclusive only Can accessed for followers who subscribe while instagram business Can accessible to all follows. Phenomenon This happen because of can benefit the artists by share content exclusive and makes its fans for spend money on enjoy content the later. Exclusive features this is also just Can accessed in a way especially by people who have pay with the amount already determined by content creator said. One of the content creators who use feature exclusive is Azizah Salsha and Pratama Arhan. Couple This after Marry more Lots share moment her intimacy in the content each exclusive. Azizah Salsa is child from member of the Indonesian House of Representatives, Andre Rosiade. Plans wedding Azizah and Arhan had time fulfil page for you page (FYP) social media. On Azizah's social media Salsha also often upload Photo himself while traveling and also activities that become his hobby like playing golf. Besides become a Brand Ambassador A brand fashion famous Azizah Salsha also received endorsements and earnings others from feature exclusive instagram lately This is going viral.

As for the features new this is what makes many people become fomo or fear of missing out that is one of form marked anxiety with a sense of desire over - knowledge from what other people do especially through social media. (Putri, 2019). to That matter this is very interesting For made into material research Because Content Exclusive Now This is going viral and lots of used by influencers in Indonesia even overseas on instagram owned by they, Research This aims for us to can know related with content What only and pattern related content shown by a Influencer moment they using Exclusive Features instagram the.

## 2. Method

In study this, researcher choose type study quantitative in nature inferential. Where does the meaning from study quantitative Alone is research conducted with method raise funds analyze data with the approach that has been constructed with analysis statistics (Ansori , 2017). Research model quantitative more focus on the phenomena that occur with collect data later can measured with technique computing. So that in the method study This is the process of data collection and data analysis is very important use find results from the data (Indriani & Wenerda, 2024).

Then in the research inferential This is one of type from method study quantitative Where method his work is with do analysis connection between variable with testing hypothesis. In the method study inferential This researcher no only use variable from analysis Contents but also the results from study with method others. Through observation on Azizah's Instagram account Salsha, especially with inspect content on features exclusive, technique data analysis applied. Approach quantitative inferential is the right research strategy with use question research and need A little time For learn events and focus researcher with the phenomenon that will observed ( Nur'aini , 2020) .

Paradigms in research This use paradigm Interpretivism. Paradigm Interpretivism. views that individual to create A understanding and meaning in a way subject from experience the life they live experience in a way real so that get diverse realities. Paradigms This investigate understanding to beliefs, motivation, and reasoning individual in situation social so that later can collected and analyzed

Data collection techniques will be used processed in research This is with method technical data collection non - participant observation conducted researchers and not involved direct and only become just observer independent. Method observation is one of Variants choice method data collection that has character strong in a way methodological. In addition that technique data collection used in research This that is studies library. Study Techniques The library is process for do review general from work published literature previously related various type topic.

Literary works that are researched or reviewed can be in the form of non-fiction books and articles as well as scientific works, theses, dissertations, and scientific writings. not part of the scholarly canon but still considered a non-fiction publication, And the last one technique data collection in research This is documentation. Forget the data researcher must Subscribe to Instagram Exclusive owned by Azizah Salsa because of a number of posts on Instagram start from stories, posts, and rells can observed with Subscribe to Instagram Exclusive said. For price subscribe to it Alone that is seven tens thousand rupiah. This is conducted by researchers For observe in a way direct contents Exclusive Azizah Salsha . Researcher do study This start from beginning May 2024 to month August 2024. Next after That then researcher share three main pillars of Azizah's Instagram content Salsa that is Lifestyle, Daily Life, and Romance. After that researcher link and analyze with Johari Window theory which consists of from four elements.

Objective data analysis is organize, categorize, and search pattern in data for determine what is important and necessary investigation more continued (Rijali, 2018). The idea qualitative data analysis refers to the process of regulating information, breaking it down become the easy parts digest, search and identify pattern, determine what is significant and what can be studied, and made assessment (Rajali, 2018).” In technique data analysis done through observation on Azizah's Instagram account Salsa so that can know How use feature exclusive on social media instagram azizahsalsha .

Techniques used for test validity datain study This is with technique triangulation. The process of data triangulation helps determine whether information collected from study and observation can reliable or no. Triangulation source is a triangulation model that is applied in study This. Triangulation source, namely compare and verify information from a number of source For evaluate authenticity of data, is the method used For prove the data. This involving verification all data collected use a different approach (Rachmat Kriyantoro, 2014) . The triangulation model used in this research This is triangulation source. Triangulation source " in question is for check and compare information that has been obtained by researchers from various source For test validity of data or data validation”.

### 3. Results and Discussion

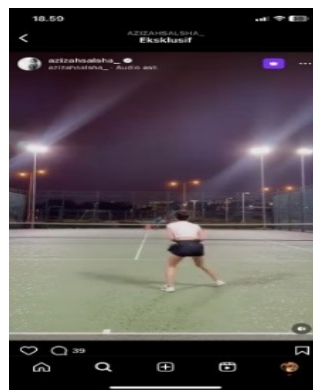
Based on from results research with use technique data collection, researcher get findings from results observation with existence shared patterns become three group part based on reference from Joseph Luft and Harring on the Johari Window theory. Where the three main pillars the that is *Daily Life, Lifestyle*, and Love. There is A known concept with Johari window. Theory the explain related glass windows consisting of from four part including:

**Open Area**, In this open area we can get to know our personality starting from the advantages and disadvantages. In this area involves aspects of the self that are known by the individual himself and other people or society. If this area is open wider then we can understand other people and vice versa.



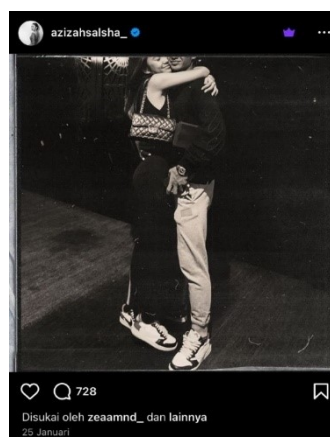
**Figure 1.** Azizah Salsha's Instastory post

In the Daily Life section, there is content that occurs in an open area as shown in Figure 1 because Azizah Salsha shares information that is indeed part of her daily life to her exclusive content subscribers. This aims to build communication with Azizah Salsha's followers in an open space even though it is in exclusive content because at the same time what Azizah Salsha shares in exclusive content is not shared in Instagram account posts that can be accessed by the entire public.



**Figure 2.** Azizah Salsha playing tennis

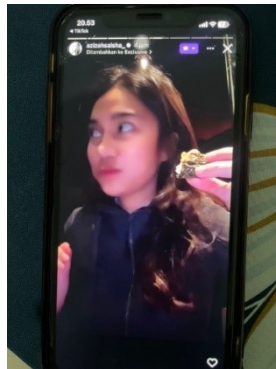
In the *Lifestyle section*, there is content that occurs in an open area in Figure 2. It can be said to be in an open area because Azizah Salsha consciously knows herself to have a talent in tennis. In addition, several friends and spectators often provide comments related to Azizah Salsa's good game when playing tennis. This is proven again that Azizah Salsha once won one of the Tennis competitions in Jakarta



**Figure 3.** exclusive content of Azizah Salsha with Arhan

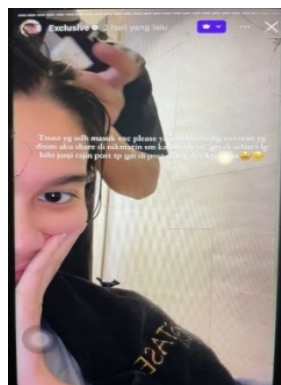
In the section the romance content that Azizah Salsha shared in picture 3 when with her husband entered the open area or *open self* because it shows a connection with the public area where Azizah Salsha directly and consciously expressed herself with her husband Pratama Arhan. Azizah Salsha uses Instagram Exclusive as a tool to express herself, expand social networks, and build relationships with Azizah Salsha's *followers*.

**Hidden Area**, Hidden areas are aspects of ourselves or abilities that are hidden within us and unknown to others, but we ourselves understand the potential that we have.



**Figure 4.** exclusive content of Azizah Salsha with Arhan

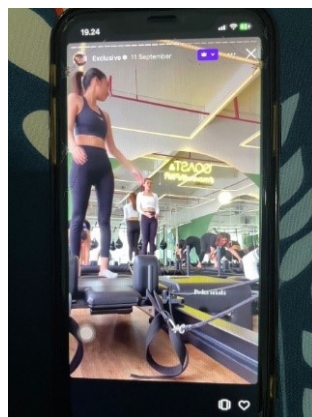
Next in the picture 4 shows her having dinner with her husband Pratama Arhan at a restaurant in Jakarta. This content is in the hidden area. In this area, Azizah Salsha describes a situation that makes netizens have multiple interpretations because in the content Azizah Salsha does not show Arhan Pratama and makes netizens wonder and many assume that Azizah is with another man. However, netizens began to calm down when Azizah Salsha clarified that at that time she was with Pratama Arhan. On the Instagram Exclusive platform like Azizah Salsha's, sometimes the uploaded content creates multiple interpretations for netizens and has the potential to cause conflict in the future. Azizah Salsha herself realizes that even though she tries to express herself through her posts on Instagram, the interpretation or perception of other people or netizens towards her content cannot always be in accordance with Azizah Salsha's own expectations. This shows that there is limited information in understanding how they are seen by others through this social media.



**Figure 5.** Azizah Salsha's Instastory post

In the exclusive content uploaded by Azizah Salsha in the fifth image there is also a hidden area in this case Azizah Salsha cannot control whether people who subscribe to her exclusive content do not share it to other social media. For example, in the exclusive content Azizah Shalsa shares a portrait of herself doing her daily activities, namely being in a salon doing a treatment that has become part of her daily life but is given a caption whose purpose is to inform her followers not to share her exclusive content to other social media.





**Figure 6.** Azizah Salsa Pilates exclusive content

Next in figure 6 This content reflects the presence of a hidden area ( *Hidden Area* ) . With the presence of Azizah Salsha's content, various negative comments from netizens have emerged, highlighting the clothes worn by Azizah Salsha when doing Pilates . Azizah Salsha also does not know or even realize that sometimes the effects of the content she shares give rise to various interpretations from netizens. What is very unfortunate about this content is that there is content from netizens that smells of sexuality and comments on Azizah Salsha's physique, besides that there are also comments that are not in accordance with the context of the content she posted.

**Blind Area**, in this blind area, aspects of oneself are visible and can be seen by others, but the individual or ourselves cannot see them. In many cases, many people do not know their weaknesses and deny what others say. In this area on the content Azizah Salsha on account Exclusively Alone No can we meet. Can explained that in the blind area this is what came in into the area is content that Azizah Salsa often share on Instagram account usually or regular but her exclusive Instagram account. This is because of existence disconnection information *followers* on account Azizah Salsa on a regular basis so that no there is Continuation of content on his Exclusive Instagram account.

**Unknowns Area**, Unknown territory is a very dangerous territory where when individuals or ourselves are not aware of something and even other people do not understand it. If this continues to widen, it can make the open area smaller and have an impact on the psychology of the individual. In the area not known This No there is Instagram content from Azizah Salsa Good melt Instagram Exclusive or regular.

### 3.1. Presenting the Results

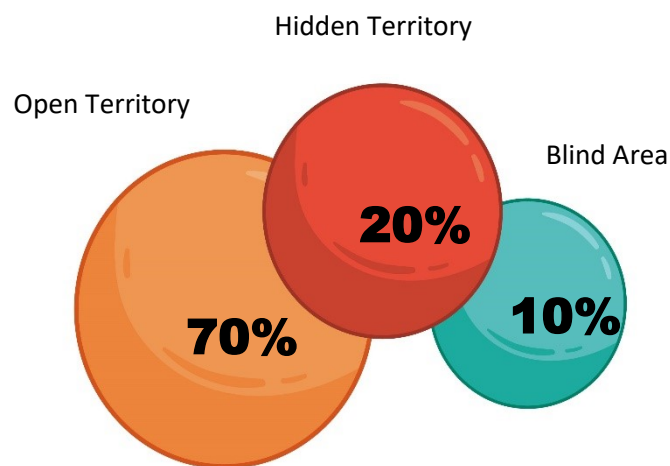
On content Azizah Salsa there is content that is located start from open, hidden, blind, and not areas known with distribution through three segment among them there is *Daily Life*, *Lifestyle*, and Romance. In the open area or *open area* content exclusive Azizah Salsa that is when himself share story when currently Umrah in Saudi Arabia in the segment *Daily Life*. Then for hidden areas contained in the content exclusive Azizah Salsa when himself try for *freedive* and without realized Finally invite Lots negative comments. This is explained in the segment *Lifestyle*. Can We know from content shared by Azizah Salsa majority located in an open area or *open area* where No close possibility emergence *Hidden Area* due to between both of them each other intersect.

### 3.2. Create a Discussion

From the results that have been exposed researcher do observation on Azizah's Instagram account Salsa For researching How use feature exclusive with use self disclosure start from open area to areas that are not known to Azizah Salsha . From the results Exposure discussion above can seen through theory self disclosure Johari Window for analyze use feature exclusively on Azizah's Instagram account Salsa there is three the pattern that becomes characteristics typical from use feature exclusive namely daily life, lifestyle and romance matter the become Power pull alone for customers who want subscribe to features exclusively on Azizah's Instagram account Salsa .

Patterns the most available in open spaces which are indeed wanted For become material interaction between followers and Azizah Salsa as room safe that differentiates just the content posted is different from Instagram content without feature exclusive . For example, Azizah's daily life pattern

Shalisha often share his daily life as figure celebrity Instagram which has husband player football that requires it living abroad with all the dynamics look after permission stay and visa no only That sometimes Azizah Shalsa also slipped in content himself currently do treatment at the salon while filled with a caption containing clarification. Example other is in the lifestyle pattern, namely Azizah Salsa of course famous with image his clever self playing tennis but on content exclusive he share content regarding free diving that shows that There is the other side of Azizah Salsha who doesn't known by followers who are not subscribe to features exclusive. This is show there is a hidden area that you want to explore shown by Azizah Salsa past feature exclusive. On the features exclusive Azizah also often share moment about story his love with Arhan Pratama who is very popular with his followers. In moment his love become Power pull separate in features exclusive Because Azizah Salsa in fact seldom post content her romance on Instagram in general but he is very active post content her romance in the feature exclusive.



**Figure 7.** Azizah Salsa Exclusive Instagram Content presentation diagram

On diagram in on, We can see that Content Instagram Exclusive Azizah Salsa is at in area open Where on the diagram is in circle orange. Can it is said matter This because of in content exclusive, Azizah Salsa more exposed activity everyday until hobby Which often He do, start from play tennis until freediving. Even in content Instagram Exclusive This, Azizah Salsa often share exposure moment currently make out with her husband Primary Arhan compared to with content in Instagram normal. Besides That, content in Instagram Azizah Salsa Which normal is at in region hidden.

In diagram, area hidden marked in circle red. Connection between region open, hidden, and blind intersect. In area hidden, Azizah Salsa often share Photo than roll video. Azizah Salsa often share the content in a way exclusive through account Instagram Exclusive, because can it is said that with existence Instagram exclusive This Alone, content Which uploaded by Azizah Salsa become more private And quality. Then in area non-blind intersect with area hidden

Azizah Salsa use feature exclusively on instastory and posts but contents exclusive Azizah Salsa No too often For Posting on exclusive matter the according to results observation researcher because of content exclusive often leaked on other social media so That cause Azizah Salsa No consistent in share content exclusive. But in a way overall use feature exclusively on Azizah's Instagram account Salsa many in open areas, hidden areas, and blind areas. Exclusive features on Azizah's Instagram account Salsa No Lots shows the area that is not know Because as public figure Azizah Salsa try for share every moment start from his daily life until story her love for features exclusive.

#### 4. Conclusion

Based on from the data from the discussion conducted, researchers can conclude that the strategy on content exclusive Azizah Salsa This very much interesting attention community. Content Azizah Salsha also has a number of pattern with segments that have been researcher do that is *Daily Life*, *Lifestyle*, and *Romance*. From the three segment said in the end produce a number of incoming content

into open areas, hidden areas, blind areas, *and* non- open areas. known (*unknown area*). Can We conclude that on the content exclusive Azizah Salsa This majority content more many in open areas or *open area*. That with existence This Johari Window theory is related to things that some Influencers do to add purse *income* or finance. Which Then can create a gap or distribution new between *regular followers* and *exclusive followers* . Then We can analyze a number of content contained in open and hidden areas of an Exclusive Instagram account Azizah Salsa while on a regular account you can We analysis through blind areas.

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