



Building Sociological Imagination through Social Media: A Study on Instagram Account @Sociology_Perspective

Annisa Damayanti^{1*}, Rakhmat Hidayat², Afdhal Afdhal³

^{1,2}State University of Jakarta, Jakarta, Indonesia

³Pattimura University, Ambon, Indonesia

Abstract

This paper has three important purposes. Firstly, to describe the content and activities presented by the @Sociology_Perspective Instagram account as an attempt to enrich our understanding of sociology. Secondly, to explain the shape of the Instagram account strategy for building sociological imagination. Thirdly, to illustrate the sociological analysis of learning sociology based on the Instagram platform using Wright C Mills' thinking about sociological imagining. The research method used is a qualitative approach with case study methods. Data collection techniques are done with observations, in-depth interviews, as well as online documentation. The results of this paper show that the @Sociology_Perspective Instagram account has a variety of content and activities consisting of writing spaces, discussions, and information. Such content and activities can enhance understanding of the basic concepts of sociology, help enhance the academic capacity of sociologists, enhance soft skills and build capacity for critical thinking. In the context of sociology learning, such an increased capacity makes sociology an interesting and easier to understand discipline with popular learning formats. The various content and activities on the @Sociology_Perspective Instagram platform are part of the process of building sociological imagination that helps students to link situations and social structures with their personal experiences. This process also trains and stimulates students to reflect on the social world with sociological concepts.

Keywords: social media, instagram, learning media alternatives, knowledge, sociological imagination.

Paper type: Research paper

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INTRODUCTION

The rapid development of technology today has given rise to a new world known as the virtual world. The virtual world is an electronic medium on computer networks that are widely used for one-way or two-way communication purposes online (Ainiyah, 2018). The existence of the virtual world can be seen in the current activities of society, most of whom use digital platforms such as social media. Social media is a website that allows anyone to create a personal web page, and then they will connect with friends to share information and communicate (Haryanto, 2016). Previous research has shown that social media has both positive and negative aspects. Some view the positive side of social media as a tool for marketing products and finding business opportunities (Akram & Kumar, 2017; Goswami & Singh, 2016). In addition, social media can also increase the effectiveness of learning (Lase, 2019; Siddiqui & Singh, 2016), help teachers prepare to learn media (Raut & Patil, 2016), and create interesting learning strategies in the class space (Gikas & Grant, 2013; Nikolaeva & Kotliar, 2017). However, the negative impact of social media includes cyberbullying (Elsayed, 2021), phone addiction that affects children's mental health (Goswami & Singh, 2016; Housiaux, 2019; Tkacová et al., 2022), and the development of anti-social behavior (Patterson et al., 2017; Yilmazsoy et al., 2020).

This research based on observations on the contents of Instagram accounts has been done by a number of academics. Their studies spread across issues and topics such as film, entertainment, literature, culinary, religious, tourism to political issues. However, the research on an Instagram account that deals with alternative sociology learning using Wright C Mills' perspective seems to have not existed. This research is trying to fill the void to enrich the study of Instagram accounts. In filling the void, the researchers tried to offer the aspect of novelty that was the pressure of this paper. This article focuses on social media as an alternative learning medium to support learning activities. To face the era of the fourth industrial revolution, education is needed that can shape a creative, innovative, and competitive generation. This can be achieved by optimizing the use of technology through social media that supports producing insightful and up-to-date outputs according to the times. Instagram is a social media platform that comes from the words “insta” and “gram”. The word “insta” comes from “instant”, like the polaroid camera which was popularly known as an “instant photo” at that time. Meanwhile,

the word “gram” comes from “telegram” which works to send information quickly to others (Sari & Lubis, 2017).

Many Instagram accounts provide information related to sociology, one of which is the account @Sociology_Perspective. The content presented by this account can be used as a reference in the learning process. According to the Sociology Perspective official website, this account is a “platform for sociology activists throughout Indonesia with a different approach than usual (Sumarno, 2022).” McCoy (2014) in his research quoted Mills as saying that sociological imagination can be developed by anyone using their creativity. As stated in the following quote, “...Mills says everyone can develop the qualities of a sociological imagination and use their creative teaching skills to assist others in the 'art of thinking out loud but intelligibly'.” Based on this quote, it can be said that the Instagram account @Sociology_Perspective as an alternative learning media enables the development of sociological imagination thinking quality through the creativity presented by the account.

This research puts forward an important thesis that in contemporary society social media with its various platforms have various functions such as entertainment and educational functions. The Instagram platform @Sociology_Perspective has an educational function to enhance the knowledge of sociology while enhancing the capacity of sociological imagination. In addition, this Instagram platform become as an alternative learning media can provide intellectual or knowledge additions that influence the development of an individual's sociological imagination. The development of sociological imagination is useful for society to be ready to face complex social problems in the 21st century, as stated in the following quote “Awakening a sociological imagination and utilizing these qualities is a valuable skill for students to learn as they become better prepared to navigate through a complex 21st-century world (McCoy, 2014).”

As mentioned above, this paper uses the sociological perspective of imagination described by Wright C Mills. This perspective is used with the argument that the Instagram platform that is the case study in this paper increases the capacity of sociological knowledge and also improves the ability to think critically to analyze social phenomena in everyday societies. Wright C Mills

explains that sociology studies social problems that occur in societies through two things, personal trouble and public issue. This research has three research questions. *Firstly*, what content and activities are presented on the @Sociology_Perspective Instagram account in an attempt to enrich our understanding of sociology? *Secondly*, how the @Sociology_Perspective instagram account strategy in building sociological imagination? *Thirdly*, how the analyze the sociological platform of Instagram using Wright C Mills' perspective about sociological imagination?

METHODS

This research was conducted online from January to June 2022. It used a qualitative method with a case study approach. The researcher conducted observation, in-depth interviews, and documentation to fulfill the research data needs. The research object was the Instagram account @Sociology_Perspective, while the research subjects consisted of one key informants and six key informants who were the administrators or admins of the @Sociology_Perspective Instagram account. Key informant is founder Instagram @Sociology_Perspective. As for the other informants scattered from some parts such as : division of human resources, division of content editor, curriculum division and video learning division. Additionally, there were two triangulation informants, consisting of a speaker and a participant who were followers of the @Sociology_Perspective Instagram account. This paper is based on research using case studies on the Instagram account @Sociology_Perspective. At the start of the study, the researchers first performed observations on the Instagram accounts and then conducted interviews with informants through various platforms such as Zoom Meeting, Google Meet, or Whatsapp. The research uses the various digital platforms because the Instagram account @Sociology_Perspective does not have the office in concrete form. The interviews were either audio-visual or audio-only. It's done to get more in-depth data. During the interview there were obstacles experienced including network problems or internet connections at the location of the informant being investigated. This makes the quality of the informant's voice sound less obvious, and allows for a lack of information received by the researchers. The research informants are scattered in several areas in Indonesia. At that time, when research is still ongoing in the Covid-19 pandemic, which limits direct interaction is also a consideration why research is done through the help of various digital platforms. The role of the researcher in this

research is to research and perform virtual observations of the subject of the study. The researchers are trying to dig into the forms of strategies that Instagram accounts @Sociology_Perspective used to build sociological imagination. The virtual observation focuses on the various content and activities held by the Instagram account. One of the researchers also participated in several virtual activities held on the Instagram account @Sociology_Perspective as an attempt to see the live activity that occurs in the activity. The observations that the researchers are doing using the help of various platforms, this is due to the discussion study activities held on the Instagram account @Sociology_Perspective are also done through the aid of platforms such as Zoom Meeting or Google Meet. The researchers took documentation by taking screenshots of various activities held, and also using some photos related to activities from the official @Sociology_Perspective account on the instagram platform.

The data analysis performed by the researchers begins from the time the research is in progress until the study is completed. It's done with a literary study of Instagram accounts, a study of sociological imagination and a platform of sociology perspectives. The researchers begin data analysis by reducing data first, namely by identifying raw data from the results of the research by doing summary, encoding and categorization. (The virtual interview results are filtered according to the required data component that refers to the research question. Coding is done by referring to research instruments and further categorization refers to research questions that have been raised from the outset. Then the researchers gathered the data that had been identified, and performed data interpretations that were useful to answer research questions, as they said. Descriptive analysis is done by conducting reflective and discussion that connects the field findings with the perspective of Wright C Mills.

RESULTS AND DISCUSSION

@Sociology_Perspective Instagram Account as an Alternative Learning Media

The Instagram account @Sociology_Perspective falls under the “education” category. This account focuses on sharing various information about education,

particularly in providing learning media for sociology to the public. The information shared by the Instagram account @Sociology_Perspective is presented by utilizing various features available on the Instagram social media platform. Several Instagram features are utilized by the @Sociology_Perspective account, such as stories, feeds, and reels. The various features used by the Instagram account @Sociology_Perspective to share information related to sociology are not separated from the support of internet networks in its use. The internet network supports the information provided by the Instagram account to be received simultaneously by Instagram users without limitation of space and time. The absence of spatial limitations in sharing information is also supported by the type of Instagram account @Sociology_Perspective, which is a public account. This type of account allows all Instagram users, even if they are not friends or followers, to see the posts or information shared by the account. The use of hashtags and tags also allows for increasing the reach of this account's posts.

The Instagram account @Sociology_Perspective uses hashtags to share information on Instagram. Hashtags, also known as pound signs, are used so that Instagram users who are not followers of the @Sociology_Perspective account can see information from the account simply by clicking on the desired hashtag. For example, hashtags like #sociology #socialscience #learning, and others. The use of tags or tagging activities is also done by the Instagram account @Sociology_Perspective. According to *The Complete Instagram Manual-9th Edition* book, tagging is an activity when an Instagram user attaches the username of another Instagram user to their post (Gale, 2021).

Some posts in the Instagram feed of @Sociology_Perspective engage in tagging activities by tagging several similar learning media accounts. This is done so that the information can be widely known and to invite responses from these similar learning media accounts. The ease of connecting with many people supported by the internet network allows the Instagram account @Sociology_Perspective to also create a discussion or forum for discussing information related to sociology on the account page. In addition to being able to reach and share information without space and time limitations, Instagram also makes it easy for its users to save information from the posts of the Instagram account @Sociology_Perspective. Reels and feeds are examples of features on Instagram that are equipped with this feature, called "Save Post". Through save

posts, Instagram users can save various information shared by the Instagram account @Sociology_Perspective. Once the related information has been saved, Instagram users can view the saved information through their profiles without having to visit the main page of the @Sociology_Perspective Instagram account. One form of information presented by the Instagram account @Sociology_Perspective is to describe a phenomenon or real-life event that occurs in society. An example of information adapted from real-life events presented in the Instagram feed of @Sociology_Perspective is about weddings during the pandemic.

Figure 1.
Depiction of an Event in the Form of Feeds



Source: Instagram account @Sociology_Perspective, 2022

As reported by Kompas.com, the Ministry of Women Empowerment and Child Protection reported an increase in child marriage during the Covid-19 pandemic. The category of children referred to here is those under the age of 18. The Instagram account @Sociology_Perspective depicts the event in the form of Instagram feeds, complete with a sociological analysis in looking at the event that occurred. The Instagram account @Sociology_Perspective not only presents information based on recent events but also provides information about past events. Information about these events is presented using the reels or video feature.

Figure 2.

Transformation of an Event in the form of Reels



Source: Instagram account @Sociology_Perspective, 2022

One example of information presented is about the stages of human development explained by a sociological figure named Auguste Comte. The video attempts to explain the stages experienced by society through its constantly evolving thinking, from the theological stage, and metaphysical stage, to the positivism stage. Instagram is equipped with various features that provide convenience, supporting the Instagram account @Sociology_Perspective to share information related to sociology and also be one of the alternative learning media that can be used by the public. The potential of the @Sociology_Perspective Instagram account as an alternative learning medium is supported by the various content presented. The content fulfills the criteria as a learning medium (Pujiono, 2021). These criteria consist of three criteria, namely fixative, manipulative, and distributive. Fixative is the ability to record, store, and reconstruct an object. This criterion is fulfilled by the @Sociology_Perspective Instagram account in sharing information through reels and feeds features, as well as reenacting real events in society. Manipulative is presenting old events in a short time. This criterion is fulfilled by the @Sociology_Perspective Instagram account by presenting a video about the stages of human development according to one of the sociological figures. Distributive is a wide range of information dissemination. This criterion is also fulfilled by the @Sociology_Perspective Instagram account because the account is a public type and uses hashtags and tags to share information.

In addition, the Instagram account @Sociology_Perspective also has the potential to improve learning outcomes in cognitive, affective, and psychomotor aspects. The appropriate learning media can enhance learning outcomes in

cognitive, affective, and psychomotor aspects (Pujiono, 2021). Dinatha (2017) in his research stated that the cognitive aspect relates to the ability to think, understand, analyze, and so on. The affective aspect relates to attitudes and interests, while the psychomotor aspect relates to skills that involve muscles and physical strength. These aspects can improve learning outcomes by utilizing appropriate learning media, as perceived by the participants of this research as followers of the @Sociology_Perspective Instagram account.

Instagram Account Strategy @Sociology_Perspective and Sociology Imagination)

There are three forms of strategy running the Instagram account @Sociology_Perspective, in enhancing sociological imagination. *First*, the Writing Room. The strategy being put in place to defeat the Instagram account manager @Sociology_Perspective and also the widespread public practice produces a writing product. There are two writing products produced by the Instagram account manager @Sociology_Perspective, which is a book and article summary. The summary created by the instagram account manager of @Sociology_Perspective comes from a variety of sociology branches, such as rural sociology, politics, education, and so on. The summary is made about two pages by listing related sources through the use of QR code, the use code is intended to make it easier for readers to see the original source of the summary created. In addition to training the writing skills, making the summary aims to enhance the knowledge of the managers of the instagram accounts. The result of the summary that has been done, will then be transformed into a content in the Instagram feed posts of the account.

Figure 3.

Transformation of Summary into Instagram Feeds



Source: Akun Instagram @Sociology_Perspective, 2022

Unlike a book compilation, the article writing product is based on a topic or a social phenomenon that exists in society. This writing aims to train the ability of managers and societies to analyze on the basis of social phenomena taking place, using a sociological perspective. Second, the discussion room. A discussion room is a form of strategy implemented by @Sociology_Perspective's instagram account to engage the public widely in obtaining science, exchanging opinions, analyzing a problem, and so on. This form of discussion strategy, is implemented through various work programmes run by the Instagram account @Sociology_Perspective, such as discussion studies, public sphere, as well as podspective. A discussion study is one of the discussion-shaped work programmes, filled out by a speaker in accordance with their academic field. These discussions are aimed at increasing insight and developing the mindset of the public. The speaker who fills in the discussion study will display the material through the presentation slide for about thirty minutes. Once the speaker has finished submitting the material, the moderator will take over the study of the discussion and direct the participants of the study to ask questions related to the topic being discussed.

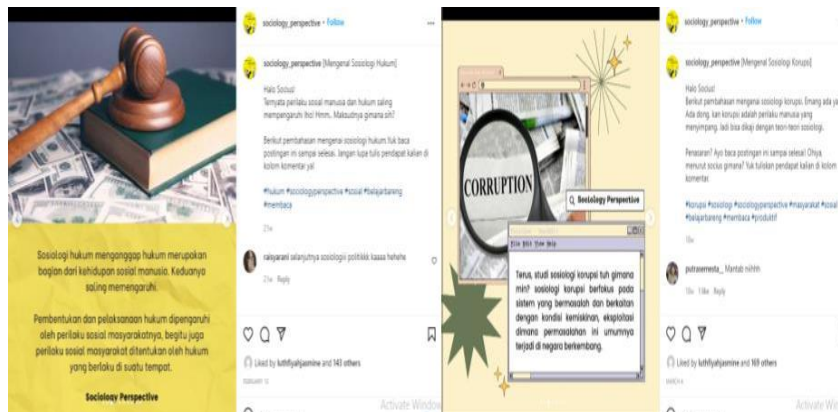
In addition to being given the opportunity to ask questions, participants can also exchange opinions with other participants. This discussion study program is aimed at anyone who is interested in social sciences and wants to study together. Audiences study discussions that come from different disciplines, sometimes make the discussion more and more extensive beyond the topics being discussed. But it also affects the increasing activity of the audience in presenting opinions in the study of the discussion. Unlike discussion studies filled in by selected speakers, another work programme, the "Public Sphere", can be filled by the general public

who are interested in sharing their knowledge voluntarily. For people who want to share their knowledge through this work programme, it is mandatory to meet some of the requirements set by the Instagram account @Sociology_Perspective. The requirements include: candidate speakers can register individually or in groups, one group consists of 3 members and comes from different social sciences. (in example : sociology, legal, or political science). The candidate speaker must include a reference to the material to be submitted, at least five references.

Thirdly, interesting information space is a form of @Sociology_Perspective instagram account strategy packed in an Instagram feeds post. The post on the @Sociology_Perspective instagram account contains information related to social sciences, especially sociology. The information presented represents the desire of the account as an easy-to-understand learning medium. The Instagram account @Sociology_perspective tries to present information in simple language. Based on the purpose set, the @Sociology_Perspective Instagram account presents various forms of interesting information about social science, as follows: (1) Introduction of the Character and the Theory of Sociology Sociology as one of the sciences in society, contributed a lot of thought that supported the development of social sciences. The Instagram account @Sociology_Perspective presents information about various sociological figures and their thoughts that have played a role in the development of social science in society. In addition to providing information about the person's thinking, the Instagram account @Sociology_Perspective also presents information about his biography. (2) Introduction to the Branch of Sociology. Sociology as one of the social sciences, studies the symptoms or social phenomena that exist in society. There are various social symptoms that exist in society, sociology studies them more specifically from various aspects such as religion, education, politics, and so on. The various branches of sociology that have been born such as religious sociology, educational sociology and political sociology are a process of inter-filling sociology with other sciences.

Figure 4.

Introduction to the Branch of Sociology



Source: Akun Instagram @Sociology_Perspective, 2022

The picture above is a few examples of information about the branch of sociology that was posted on the Instagram feed @Sociology_Perspective. In the branch of legal sociology, it is explained that this branch deals with how law is part of social life. Law and social life interfere because the formation of law is influenced by the social behavior of the community, and social behaviour is determined by the applicable law. Based on the explanation, it can be seen that the sociology of law focuses on discussing the relationship with public behavior, which is different from the law that society normally understands as a binding rule and has certain sanctions. As far as the sociology of corruption is concerned, the focus on addressing the causes for corruption remains, in the developing world, related to conditions of poverty and exploitation. (4) Meme. The Instagram account @Sociology_Perspective uses meme to convey information about the theory of sociological figures and social phenomena in society. The message written on the meme presented on the @Sociology_Perspective instagram account is a short message that contains only a few sentences, and focuses on things like the core theory of a figure and the phenomena that are happening in society. (5) Quotes. Information in the form of quotes on the Instagram account @Sociology_Perspective is submitted in writing, and contains an opinion that relates to a sociological perspective in viewing a social phenomenon in society. (6) Film analysis. Instagram account @Sociology_Perspective in sharing information about social sciences, using some examples of movies for analysis. The analysis process is based on different scenes or scenes that are present on the film. The

scenes were analyzed from a sociological perspective, to make it easier for the participants to understand the sociological theory.

From Instagram Account @Sociology_Perspective to Sociological Imagination

Instagram account @Sociology_Perspective as one of the accounts in the field of education, has various contents and activities that support the main goal of the account. The activities carried out by the @Sociology_Perspective account are not separated from providing information about sociology. The information is packaged in various content by utilizing the features available on the Instagram social media platform. In addition to utilizing various features available on Instagram, the @Sociology_Perspective account also provides information about sociology through various programs. The Instagram account @Sociology_Perspective has various internal and external work programs. These programs contain information sharing about sociology that is presented in various forms. The various work programs carried out by the @Sociology_Perspective Instagram account are part of content and activity spaces. In the research methodology sub-section, three content and activity spaces presented by the @Sociology_Perspective Instagram account in sharing information about social sciences, specifically sociology, have been described.

The contents and activity spaces on the @Sociology_Perspective Instagram account for understanding information from various perspectives represent the way of thinking of one of the sociological theorists named C. Wright Mills. In his book titled *The Sociological Imagination*, Mills stated that if we want to understand changes in society, we must look beyond or transcend them (Mills, 1959). Or, it can be said that Mills directs society to understand social problems or phenomena not only from one perspective but must transcend them. Mills' way of thinking is known as sociological imagination, which is an ability to see reality or social phenomena in society more deeply. The use of sociological imagination in seeing reality or social phenomena more deeply can be done by understanding the relationship between biography and history in society (Mills, 1959). Biography is a person's journey. If seen using sociological imagination, biography is a personal problem known as personal trouble. Meanwhile, history is a past event in society or

sociological imagination, it is related to public issues. According to Mills (1959), personal trouble focuses on an individual's character. If an individual has a problem, then they will look and question whether there is something wrong with themselves that can create a problem. Whereas public issue focuses on something beyond the individual. If an individual has a problem, they will see the relationship of social structures in society with the problems they face.

The use of sociological imagination directs society to transform personal troubles into public issues. This transformation is in line with Mills' directive to view a social phenomenon or problem from multiple perspectives (Puga & Easthope, 2017). Researchers discovered a way of thinking about a social phenomenon through one of their study informants. The informant is a sociology and anthropology student who attempted to critique the social phenomenon of increased divorce rates during the COVID-19 pandemic. According to the informant, the increase in divorce rates during the pandemic is not only due to mismatches between couples; it can also occur due to other reasons. The informant believes that the phenomenon of increasing divorce rates during the pandemic is due to structural connections that impact the decrease in people's income. The decrease in people's income is caused by many people being laid off from their jobs. As Mauliza & Yuhermansyah (2021) stated in their research, there were many job terminations during the COVID-19 pandemic. The termination of employment by companies can further lead to a lack of support given to families. Based on these reasons, it can be said that layoffs can lead to an increase in divorce rates during the pandemic.

The response of the research informant in viewing a social phenomenon in society can be said to reflect the way of thinking of sociological imagination. The informant does not only see a social phenomenon or problem from the perspective of personal troubles. If the informant only sees the phenomenon from the perspective of personal troubles, he or she will only focus on the character or personality of the individual involved that can cause divorce. However, the informant in this study also sees the phenomenon from the perspective of a public issue. This means that he or she can see the phenomenon from a broader scope. As Mills (1959)said, public issues are related to things that go beyond an individual's local environment or are related to social structures. Based on this description, sociological imagination can be said to be a quality of thinking that is broad and

involves rational human intellect. Through this broad way of thinking, humans can deeply uncover things in society or reveal what is hidden behind the phenomena that occur. Revealing social phenomena in depth by uncovering hidden aspects of the relevant phenomenon is in line with Mills' emphasis on knowledge as vigilance. Vigilance here pertains to how humans can critique social phenomena that occur in society. Placing knowledge as vigilance can be moved through discussions that have a sense of freedom in expressing opinions or beliefs without fear of sanctions or punishment (Susilo & Rachmad, 2017).

The discussion activities as presented by Susilo & Rachmad (2017) in the paragraph above are in line with the discussion activities held by the Instagram account @Sociology_Perspective. Through various programs such as discussion sessions, public sphere, and perspective, the wider community can participate and express their opinions on social phenomena topics being discussed. Those involved in these programs can freely express their opinions because the discussions are open. Additionally, the discussion activities held by the Instagram account @Sociology_Perspective will not impose sanctions or punishments related to various opinions expressed by participants. Discussions can play a role in stimulating sociological imagination, as reinforced by research conducted by Trautner and Elizabeth in the *Journal Teaching Sociology*. Trautner and Elizabeth stated that discussion is a way of engaging students in the thinking process (Nell Trautner & Borland, 2013). Discussions can help reinforce a sociological perspective about the world around us and understand the relationship between “personal troubles” and “public issues.” In addition to discussions, Massengill in the journal *Teaching Sociology* explained that high-level writing can foster sociological imagination (Massengill, 2015). High-level writing is related to critical thinking skills. Through high-level writing or high-level learning, students can be taught to approach evidence from multiple perspectives. This can help individuals to understand phenomena in society from a broader perspective. Massengill (2015) quoted Mills as saying that high-level thinking can move understanding beyond seeing phenomena as individual problems to seeing them as public issues.

Massengill (2015) stated that high-level writing assignments help in understanding the content of sociology theory and can be effectively used in

writing, which is a component to obtain sociological imagination. Writing activities with critical thinking skills using sociology theory are also available on the writing space run by the Instagram account @Sociology_Perspective. Through the writing space, people can criticize various social phenomena by analyzing them through writing articles using sociology theory. Moreover, the administrators of the Instagram account @Sociology_Perspective can also gain a deep understanding of various branches of sociology. In addition to the discussion and writing space, the information space on the @Sociology_Perspective Instagram account also supports the creation of understanding from various perspectives and trains the ability to analyze social phenomena using a sociological perspective. For example, this can be seen in the information about the introduction of sociological figures, memes, quotes about sociological perspectives, and analysis of social phenomena.

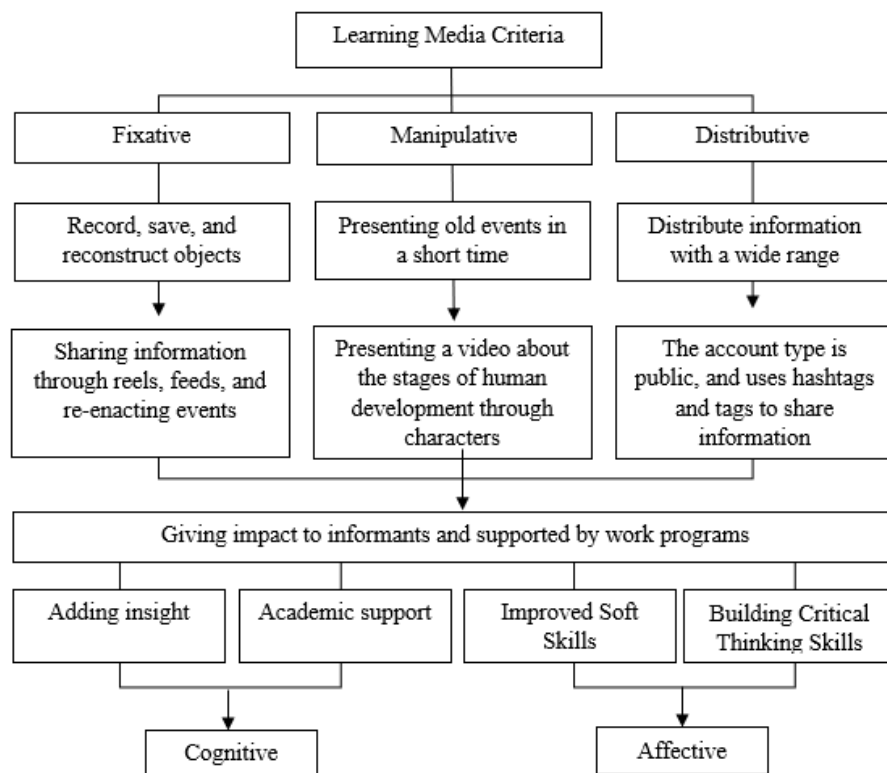
Based on research findings, the triangulation informant, who is a lecturer, stated that building sociological imagination through learning media such as the @Sociology_Perspective Instagram account cannot be easily and quickly formed. Because sociological imagination cannot be achieved in one meeting. In building this image, an understanding of micro and macro concepts is needed. The informant's statement is in line with Garoutte's statement in his research in the journal *Teaching Sociology* (2018) that sociological imagination requires an understanding of the relationship between micro and macro. Or it can be said that sociological imagination is a thinking quality that understands the relationship between personal issues (micro concepts) and public issues (macro concepts). By understanding the relationship between personal and public issues, the public will understand how individuals (micro concepts) are formed and influenced by larger social forces (macro concepts).

The triangulation informant continued their opinion by stating that understanding the concept of broad thinking that includes micro, meso, and macro can be done through writing exercises and fieldwork. Because the information presented on the @Sociology_Perspective Instagram account is not enough to foster sociological imagination and sociological thinking quality requires a direct application. The opinion of the triangulation informant is in line with Kebede's (2019) opinion that sociological imagination cannot be used by only teaching discursive assumptions or understanding a thought logically. Rather, sociological imagination is a disposition, which means that thinking quality can only be obtained

if practiced or applied in life. Hironimus-Wendt & Wallace (2014) stated that the key aspect of sociological imagination is social responsibility. According to them, this aspect is best learned through a combination of experience and academic knowledge. Additionally, community service through providing aid can be used as a way to foster sociological imagination (Garoutte, 2018). Garoutte (2018) strongly stated that by involving the community directly, such as in community service, academic performance and involvement with the surrounding community will increase.

Scheme 1.

Instagram account @Sociology_Perspective towards Sociological Imagination



Source: Researcher Analysis, 2022

CONCLUSION

One of the Instagram accounts that focuses on sharing information about education, particularly in sociology, is @Sociology_Perspective. The account was created due to concerns from its founder and friends that no Instagram account

presented sociology material in an interesting and easy-to-understand manner while providing a stimulus for understanding science. @Sociology_Perspective presents sociology information through three content and activity spaces, namely Writing Space, Discussion Space, and Interesting Information Space, which discuss the theories of sociology figures, and branches of sociology, as well as the analysis of films and social phenomena using sociology theories. These three content and activity spaces can also help develop the quality of sociological thinking or sociological imagination, which can broaden insights, improve academic performance, and aid in the development of soft skills and critical thinking skills. However, a deep sociological imagination requires direct experience in seeing the reality of society, such as through community service activities.

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About the Author

Afdhal, M.Si is a lecturer at the Department of Sociology, Pattimura University. He teaches sociology of education and sociology of communication. He is carrying out research and publication in the area of sociology of education, theory of education, sociology of communication and social media, and theory of sociology.

Rakhmat Hidayat, PhD is a senior lecturer from Department Education Sociology, State University of Jakarta. He received his PhD in Sociology of Education Universite Lumiere Lyon 2 France. His research field is the social movement, sociology of ethnicity and indigenous peoples in Indonesia. He was a Fulbright Visiting Scholar at the University Wisconsin-Madison, Visiting Scholar in Academy of Korean Studies (AKS), Visiting Professor at Department of Law and Society in Asia, University Torino (Italy), Visiting Professor of University of Seoul (South Korea) and Visiting Scholar at Department of Anthropology National Taiwan University (NTU)

Annisa Damayanti, S.Pd is a sociology teacher in High School (SMA) 58 Jakarta Timur. She got her bachelor degree from Department of Education Sociology, State University of Jakarta.

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