



UTILIZATION OF @GREATMIND.ID ACCOUNT AS INFORMATION MEDIA ON LIFE TOPICS

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Abstract:

The @greatmind.id account provides information and inspiration from influencers and public figures as well as peace of mind through life wisdom from resource persons, which contains a collection of thoughts, aspirations and positive and motivational advice in accordance with world realities. The life that society is experiencing. Broad, in the form of quotes or digests in the form of articles on Instagram about various life topics. This research aims to discover how the @greatmind.id account is used as a medium for information about life topics. According to Pierre Levy, this research refers to new media theory, a qualitative approach that applies qualitative descriptive methods, namely, in-depth interviews, observations, and documentation. The research results found that the @greatmind.id account provides benefits for people who are experiencing something that is happening in their lives by providing a positive and motivating influence, both opening new perspectives in looking at life and making readers feel grateful. You and all things, as well as providing the best in conveying information about life topics for followers of the @greatmind.id account.

Keywords: New Media, Information Media, Greatmind.id

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INTRODUCTION

In the current digital era, technology is developing very rapidly. As a social media fan, it is straightforward to see all the content that has been published by other users. Apart from that, users can also participate in loading content and providing responses on these media. Facilitates users to communicate and share with anyone, anytime and anywhere, without meeting in person. Therefore, this can prove that the development of social media is currently very rapid. A person cannot be separated from the need for information, so the role of social media is very important because, in the current digital era, social media will become part of social life (Yulianti & Putri, 2022).

New Media Theory

New media is media that produces the integration or combination of various technological aspects, such as communication and digital networks, computers, and information technology (Noventa et al., 2023). Information messages are part of the media that make it possible to improve social relations in communication by connecting technical elements that have the potential to produce a new application, namely new media or new media. This new media presents how this technology is developing and how digitalization has arrived in the realm of communication, as well as a means of communicating without having to meet directly and face to face (Feroza & Misnawati, 2020).

According to Pierre Levy, new media theory explains how new media develops. There are two views on new media theory (Surentu et al., 2020), namely as follows:

1. The social interaction view is a view of media where media is differentiated based on its proximity to face-to-face interaction or face-to-face meetings. Pierre Levy argues, "The World Wide Web (WWW) is a flexible and dynamic, open information environment that allows humans to develop new knowledge and engage in a democratic world of mutual and power-giving based on a more interactive society."
2. The view of social media integration, namely a ritualized view of the use of media itself, or how humans use media itself as a way of creating society.

Source of Information

In the decision-making process, the source of information is something that contains meaning and is very determining. The information must be relevant, accurate, and timely, must be genuinely appropriate without any fraud or error, and must contain full value. Providing information serves as knowledge in helping other people, collaborating with others to solve a problem, developing new ideas, and implementing policies and procedures (Mutambik et al., 2022).

Information media is very important for recipients of information. The general use of information media is as a medium or tool for collecting information, where after it is collected, it is then compiled and becomes complete information, where the material is very useful for recipients of information. Information media also serves as a valuable information and knowledge source for the wider community. People can find this information and interact with each other. Information is the most essential instrument for society today, as it is part of one of the basic needs that must be met. For this reason, efforts can be made so that information needs can be met through the use of mass media, which functions as a source for obtaining information. Mass media, also known as conventional media, functions to disseminate information with the nature of its distribution in one-way communications, where the communication process is carried out without having to involve feedback (Gushevinalti et al., 2020).

The rapid development of social media today has made communication the leading and most popular in providing channels for sharing knowledge and information, where users can connect to interact and communicate with family, friends, business colleagues, co-workers, and hundreds to thousands of other users. Throughout the world to be able to exchange information (Mutambik et al., 2022). In the current digital era with increasingly advanced technology, online media as a source of information has become the most important part of social life, such as news, journals, online articles, online libraries, online shops, social media, and online platforms, various information is easily accessible and fast with just the touch of a finger. The role of social media in disseminating information to the public is that in its operation, and information sources will be very easy to access and fast-paced by users. Besides that, there are no limitations to accessing them.

Instagram

Instagram is a social networking service owned by an American company, namely Meta Platforms. Instagram can add photos and videos to Instagram, which can then be modified with various filter applications and organized using hashtags and location data. Instagram users can also share posts, see information that is trending at that time, and explore other users' content. Photos and only short videos can be uploaded by users to Instagram, which can then be shared by other users. Users can share their photos and videos that have been posted to other social networking sites by linking their Instagram account to this platform. It can be identified by location and people. Users cannot only designate their account as a "private" account, but they must first agree to any requests from new followers (Syahrizal, 2022; Noventa et al., 2023).

The Instagram and Facebook applications were created to be connected to each other and become one unit. Because of the popularity of the Instagram application is increasing and developing, making it the most popular after Facebook, which is the top application. Apart from that, Instagram users can advertise and promote their goods and business directly and communicate with customers without having to meet directly or face to face, making it easier for customers to be able to see what types of goods or products and services are available and also what promotions are currently trending on Instagram. All of this makes it easier for users and sellers to only upload photos and videos of short duration, a maximum of only 60 seconds (Armayani et al., 2021).

Apart from that, Instagram also provides information in the form of various kinds of content that is needed, not only content related to motivation, education, music, films, politics, health, beauty, and humor but also content that provides positive messages, making Instagram fans change their minds. Another perspective on life. As is the case with the @greatmind.id account, it publishes positive articles containing various life topics that change the reader's perspective to become more open and motivated and also provide various kinds of thoughts and ideas as well as creativity in looking at life more deeply, namely looking at life from a different perspective from the other side. On Instagram, the @greatmind.id account already has 368 thousand followers.

Instagram is the second most popular social media after Facebook, which is the first in the world. Currently, Instagram is part of a digital platform that can display creativity from photography and videography for Instagram users to save photos and videos. Besides that, they can be shared with fellow Instagram users, which is usually called a social networking service (Runandar & Rachmawati, 2019). Instagram has an important role in conveying messages. Content on Instagram is easy to create and has features that are easy to apply. Therefore, Instagram is one of the most popular social media platforms among the public (Putra & Yulianti, 2019; Nataprawira & Triwardhani, 2022).

Meanwhile, the hustle and bustle of urban areas, the demands of work and life, experiencing rejection in life, and uncertainty are reasons that make many people feel depressed. In society's fast-paced and orderly life and excessive busyness, a person rarely thinks about the life around him and does not care about things that have happened in the surrounding environment. Many people pay little attention to and care little about mental health. The importance of the role and support of family, friends, and the surrounding community will make it easy to minimize this.

In the current digital era, people use social media as a digital platform that provides facilities and tools as a link between users and information services and certain activities. Apart from being able to communicate, users can also share content and interact with other users. Besides that, it also makes it easier for users to participate in all community-based activities. From these things, it was followed by many motivational accounts popping up on social media, especially Instagram, providing a place to share feelings and thoughts and express users' worries without having to let down when talking about life problems that commonly occur and are felt by users.

One example of the use of digital platforms such as Instagram in this digital era is greatmind.id. The @greatmind.id account is here to invite Instagram users to look at life more deeply, namely, looking at life from a different perspective from the other side. On Instagram, the @greatmind.id account already has 368 thousand followers. Greatmind has 125 content writers from different backgrounds, such as writers, lecturers, businesspeople, public figures, directors, social activists, and environmental activists. Apart from that, Greatmind has more than 500 contributors, consisting of various figures ranging from entrepreneurs and businesspeople, artists and celebrities, activists and academics, and government officials. The existence of greatmind is a place for them to share life experiences, share their hopes in living life, share their worries and encouragement, and life guidelines that can open the way to a variety of new horizons for its readers.

The @greatmind.id account on Instagram is a medium to explore ideas from influencers to have a positive influence on their aspirations, ideas, creativity, and advice on various life topics. Apart from that, it also makes it easier for users to search for all information on various life topics and presents thoughts containing positive content that is motivational and inspiring, as a place for the best thoughts and ideas in sharing dreams and dreams, motivation and inspiration, ideas and imagination and creativity in expressing feelings. Emotional turmoil, feelings of fear, hope for love, and ambition to its readers with the aim of helping to realize self-existence and harmonious relationships with their environment for its readers.

The @greatmind.id account focuses on quotes, the essence of the article, and the essence of the discussion. It uses illustrations in designing so that every content published is more interesting and understandable for readers. Not only does it contain content that provides inspiration and aspiration, but it also provides advice for living life with full awareness (mindfulness). Success is not just in material achievements but also in feeling content with ourselves and our relationship with the surrounding environment and also its impact on the surrounding environment. Each topic of the content provided must be in accordance with the three pillars of GREATMIND, where everything must adhere to self, society, and circle.

This research focuses on utilization of @greatmind.id account as information media on life topics that are currently being experienced or are in accordance with the reality that occurs in the wider community. Based on the background above, the author feels interested in conducting research with the title "Utilization of @Greatmind.Id Account as Information Media on Life Topics."

METHOD

In this research, the paradigm utilized is the constructivist research paradigm, where the center of this research lies in observation and knowledge of what is being researched or objectivity in finding a fact or truth from what is being researched. This research refers to new media theory according to Pierre Levy, a qualitative approach that applies a qualitative descriptive method that aims to obtain information on utilization of @greatmind.id account as information media on life topics. The focus of the research is on qualitative research objects, where the @greatmind.id account is used as a medium for information about life topics as the research object. Meanwhile, the subjects of this research are Instagram followers and content creators on the @greatmind.id account. Two data collection techniques were used in this research, such as primary and secondary data collection techniques. For primary collection techniques, in-depth offline and online interviews using WhatsApp were conducted, as well as observations and documentation related to the subject and object of research. Meanwhile, secondary data collection techniques themselves consist of books, e-books, online sources, journals, and previous research.

RESULTS AND DISCUSSION

Instagram has become the most popular in Indonesia. There are many interesting things on Instagram social media, such as videos or photos uploaded on Instagram and various posts that are useful for finding information that is currently needed and is currently trending. Instagram users also have the right to upload whatever they want. There are also those who upload their lives so that it has become an image of themselves on their own Instagram. It also shares positive views on life as a forum for people who often question the purpose of life, and there are those who upload entertainment or funny and interesting content. This can be entertainment for those who see it.

Using social media, especially Instagram, produces positive and negative impacts depending on the response given in the information obtained. Instagram provides information in the form of various social activities that can be carried out by its users, such as blood donation, social service, counseling, fundraising, creating petitions, and conducting campaigns as well. Currently, this is being done intensively on Instagram campaigns regarding mental health. Because of the importance of mental health, many people are starting to become aware of and talk about it (Lewoleba et al., 2022).

Mental health is influenced by social media, such as Instagram. For example, suppose you see a post on Instagram that triggers an emotional condition. In that case, you will feel angry, anxious, or afraid, making users feel stressed and vice versa. Sometimes, Instagram can improve your mood as a calmer (Wiranata et al., 2022). According to Hipwee.com, there is a fact that Instagram has a bad impact on its users, especially on users who are dependent on Instagram social media or are heavy users behind Instagram's popularity.

Due to the negative impact of using Instagram, researchers are actually encouraged to find out from a different perspective, namely, how the impact of using Instagram is from a better side. Positive content definitely provides positive and motivating energy for anyone when it is used by its readers. An accounts lot of motivation in Social media, especially Instagram, which provides a place to share feelings and thoughts and express users' anguish without having to let them down when talking about life problems that commonly occur and are felt by users. In today's digital era, Many motivations have emerged, especially on Instagram, which provides educational information about mental health and shares content that is positive and contains motivational elements.

Characteristics of new media, namely digitalization, reciprocity, and approaches, and also the development of networks for message distribution and production. Understanding new media is important, where the ability to understand the potential of something is given as a form of response to interaction. This new media presents how digitalization is in the realm of communication and how this technology is developing, as well as a medium for interacting and communicating without having to meet in person (Feroza & Misnawati, 2020). In this research, researchers refer to the *New Media theory* developed by Pierre Levy. This theory explains the development of media.

In exchanging information, *using new media* as a communication tool is used to express opinions and interact in receiving news via the internet network, through the latest information that is obtained easily, quickly, and efficiently, which is informed to the public. There is a big difference *between new media* and conventional media. The forms of conventional media are electronic media and print media. This research focuses on *new media*. Three types of *new media* used are digital platforms, information, and social networks. This research refers to *new media* by using Instagram social media on the @greatmind.id account as a communication medium to make it easy to interact with other people without having to interact directly physically.

The presence and emergence of *new media theory* are due to the functioning of the internet. The function of the internet is as a means of communication between humans, and it can communicate and make it easy to interact with other people without having to interact directly physically with new people. The following is a detailed explanation:

1. Digital Platform

In cyberspace, content creators have succeeded in utilizing available digital platforms such as Instagram to create interesting content with various motifs. There are those who want to share information, thoughts, inspiration, and even happiness. Uniqueness and characteristics remain important to attract target readers. Every individual can now have a platform and create their own content to share their narratives. There are accounts Many motivations have emerged with content that spreads positive and motivational messages that

can make readers look at life more deeply, namely *looking at life from a different perspective* from the other side. For example, the @greatmind.id account in this Instagram account will invite you to explore new thoughts, ideas, creativity, and advocacy on various life topics, as well as provide a place to share feelings and thoughts and express the user's worries without having to drop them when talking about problems. Life that usually occurs and is felt by users.

2. Information

Various current and updated information and news *can be obtained from new media*. The information function on the @greatmind.id account and the information sources that can be accessed by Instagram followers @greatmind.id, which provide information for readers regarding life topics are by uploading articles in the form of quotations, the essence of the article, the essence of the discussion and using illustrations in designing so that each published content is more interesting and can be understood by readers. Not only does it contain content that provides inspiration and aspirations, but it also provides advice for living life with full awareness.

3. Social networking

The social network used by greatmind.id is Instagram, which is part of the new *media application*. Status that can be updated at any time, photos and videos that can be uploaded, and many others are the facilities you get. The facilities provided are used by the @greatmind.id account.

The view of social interaction and social integration is part of the *new media* theory by Pierre Levy. A @greatmind.id account is used to communicate with readers and as part of the social interaction perspective, which expresses something in the form of thoughts and is implemented into content related to motivation and content that provides positive messages by looking at life more deeply, namely looking at life from a different perspective from the other side on Instagram on an account @greatmind.id already having 368 thousand followers, the delivery of knowledge and information is more easily conveyed and received much more quickly by account followers, without having to do direct interaction.

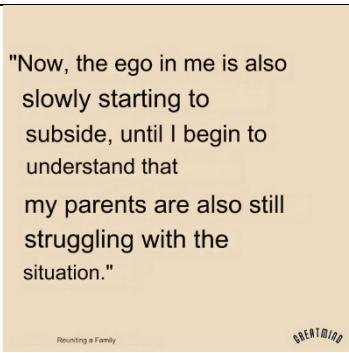
Media is used as a habit where it becomes a habit that is carried out repeatedly and becomes a routine in society. It is part of the view of social integration, such as Instagram, which has become part of users in their social lives. Likewise, with the @greatmind.id account, users who need an account that contains a positive, motivating, and inspiring influence, readers will follow this account because @greatmind.id invites readers to look at other points of view of life more deeply, namely looking at life from a different perspective from the other side both opening new ways of looking at life and making readers feel grateful for themselves and in everything, as well as providing the best in conveying information about life topics, and also providing a positive influence on followers of the @greatmind.id account. For those of you who are experiencing and feeling uncertain about living this life, then visit the account @greatmind.id to help you gain another perspective on the meaning of life and how to live it with feelings of gratitude and peace so that your mind will be more alive and more open.

An account @greatmind.id presents and provides information in the form of positive, motivating, and inspirational content for its readers and also provides a place to share feelings and thoughts and express the user's worries without having to drop them when talking about life problems that usually occur and felt by users, apart from that it is also a place for the best thoughts and ideas in sharing hopes and dreams, motivation and inspiration, ideas, and imagination as well as creativity in expressing flavor heartache, feelings of fear, hope for love and ambition to the reader with the aim of helping to realize one's own existence and harmonious relationships with the environment for the readers, where the

content contains writing in the form of quotes or the essence of articles or short videos uploaded to the @greatmind.id account.

The following are the results of research using in-depth interview techniques offline and online using WhatsApp, which has been carried out by researchers with sources to determine the use of the @greatmind.id account as a medium of information about life topics, where the subjects of this research are followers and content creators Instagram on the account @greatmind.id. Researchers took four samples as sources who had the criteria to be followers of the @greatmind.id account. This technique was carried out to obtain natural data by drawing conclusions from articles uploaded to the @greatmind.id account and how the followers of the account responded whether they provided benefits and were motivated. The interview structure that the researcher designed was not a standard guideline, so if the answers that the informant gave were not clear, the researcher asked other questions so that the answers given could be clearer when the informant explained.

Table 1. Followers' comments on several articles uploaded to the @greatmind.id account

Screenshot of content on the @greatmind.id account	Information	Comments on the @greatmind.id account and the results of an interview with one of the followers
	<p>greatmind.id Everyone has a story about their own first steps. About making peace with the past and starting to rebuild the meaning of family that was once lost.</p> <p>#WalkingNotRunning</p>	<p> <u>inibudi</u> So deep 2d Reply</p> <p> <u>dianaagnesr</u> thq, his words always represent 2d Reply</p> <p> <u>ceceony</u> ❤️ 2d Reply</p> <p> <u>louxa_o</u> @aisyahputri_susan pass 2d Reply</p> <p>   </p> <p>Liked by alanabeilby and others 2 days ago</p> <p>Lida: I was initially interested in greatmind.id because I saw Sis Marissa's content on YouTube. She is one of the content creators of greatmind.id, I get a lot of content from every content I publish. Just one word: it makes me personally human. Those who are more open to life and motivated prove to be positive content for readers.</p> <p>The article above it represents what I feel, where we need time to calm the ego because the situation or something that is felt is not as expected. We need to adapt to the situation, but when we have made peace, the ego has subsided, and life still has to go on. So fight and face this life with full confidence that we can do it.</p>

"Often we are too busy running here and there, busy avoiding or blaming other people,"

Embrace and Accept the Dark Side of Yourself

Alaa Light

GREATMIND

greatmind.id

Dear friends who are trying to accept and go through a dark period in your life, I just want to say that you can be sad, disappointed, or angry. You have the right to feel every emotion that is happening in your life. Afterward, try to take time to look deeper and listen to yourself. Often, we are too busy running here and there, busy avoiding or blaming other people, even though, perhaps all this time, we have actually been avoiding ourselves. Every now and then, try to stop for a moment, meet ourselves, and start learning to accept imperfection. There's no harm in being kinder to yourself.

[#WalkingNotRunning](#)



akmallantif 😊

6d Reply



rhmwti2 💕

1w Reply



rafikaelmutiah Very sad to read

1w Reply



pritapanda 😢

1w 2 likes Reply



astina.bfm The most terrible thing is to avoid yourself

1w 1 like Reply

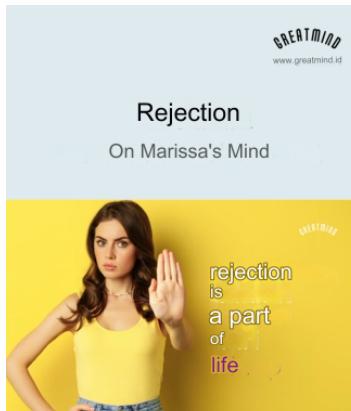


w

Liked by [reza_zakarya_daa](#) and others

November 28

Dini: Is it really related to our lives? I really like this article, I like to avoid the problems and conflicts of life. I prefer a peaceful life without burdens. In fact, that's not the case. It's bound to have ups and downs. That's right, and I agree the key is to make peace with yourself, learn to accept imperfections and be kinder to yourself. Good Motivation.



greatmind.id

Rejection in life, we have all experienced it. Whatever the form - failing to get into your dream school, job applications not being accepted, or work contracts not being renewed, being ghosted by people, being rejected by people we like, not being invited to an event then we see our friends attending and posting about the event on social media. It hurts, doesn't it? But what is 'rejection'? Watch the rest of On Marissa's Mind tomorrow at 19.00. **#walknotrun**

wastidjera Finally marisss is back ❤

3d Reply

areyoumeright Finallyyyy

4d Reply

jealous finally, hopefully there will be

more on N

mayanopitaa Everyone needs time

to process

alvinlife1 Finallyyyyy ❤ We miss you

100

7,477 likes

5 days ago

iii

Rahma: When I needed enlightenment about life, I saw this content on Instagram, so my mind opened up again that, yup, rejection is part of life. Failing the civil servant test is not the end of everything. There is still next year, maybe another place that is the best and right for me. It just depends on how we respond to each failure.

"If friends are going through difficult things in life, sometimes the answer is to wait."

Elgitsike Quiet Time Heaven AfEatz

GREATMIND

greatmind.id In the middle ages of two, *the quarter-life crisis* must be familiar with this term. A term that describes the difficulties associated with discovering one's identity and true self in one's twenties. We also feel the same way.

The time when we have just graduated from college and are starting to enter adulthood, with all the demands and expectations that are continuously expressed by the people around us. It seems that the experience of being compared with other people or expectations that are sometimes too heavy are also felt by many people. We ourselves see this especially more pronounced in Eastern cultures, where family plays an important role in our lives.

#WalkingNotRunning



nathanael.d.irving Thank you friends @greatmind.id for the opportunity given to share



1w Reply



chikaaa.ptr Waiting sincerely.....

1w Reply



fatikayustii



1w Reply



koeladit wait while observing, learning, improving themselves, and of course surrendering everything to Him

1w Reply



Niadeandri That's really true, bro.



Liked by botikapanggabean and others

November 23

Anah: I really like this article, yes I also feel the same way where family plays an important role in our own lives. Too sorted based on their wishes. But when you do it, it feels difficult and heavy. It's true to wait. Sometimes, the answer is to wait, to adapt and survive, and if you can't, look for opportunities and get out of the zone because life has several choices.

From the results of interviews with sources as informants regarding utilization of @greatmind.id account as information media on life topics. Account @greatmind.id This presents and provides information in the form of positive content so that it makes readers enlightened and motivated by the content uploaded by @greatmind.id, providing something interesting or a reality that occurs with the conditions experienced by readers. Many articles are uploaded touch the heart, and quite a few readers confirmed the article, where the article motivated readers indirectly just by a string of words. Every individual needs advice in living this life, not just verbally, but even in writing. It would be very helpful for readers in responding to various topics of life in society, opening new ways of looking at life and making readers feel more grateful for themselves and in everything.

There are several things that attract Instagram accounts that joined Instagram on 21 May 2018, one of which is the style of delivering information, where communication messages are presented interactively, and the content provided by the @greatmind.id account is different, has its own uniqueness from other motivational Instagram accounts, has various themes about different life topics related to current social life. Apart from that, we also use sentences using standard language, using KBBI. Content management is designed to be attractive, not use many words (for the headline), use words that touch the heart, and be more interactive in answering people's questions. Many followers, of

course, from the content submitted by the account @greatmind.id will produce different responses for each individual follower. Pros and cons have become commonplace because individual viewpoints vary depending on the perspective from which each individual views the content.

On Instagram, an account @greatmind.id already has 368 thousand followers. Greatmind has 125 content writers from different backgrounds, such as writers, lecturers, businesspeople, public figures, directors, social activists, and environmental activists. Apart from that, greatmind has more than 500 contributors consisting of various figures ranging from entrepreneurs and business people, artists and celebrities, as well as activists and academics, to government officials. With the existence of a great mind, it is a place for them to share life experiences, share their hopes in living life, share their worries and encouragement, and life guidelines that can open paths in various horizons new to its readers.

Instagram can be informative, educational, and inspiring social media if users are able to use Instagram wisely. Every @greatmind article displayed on the account @greatmind.id displays quotes or the essence of articles on Instagram to be more easily conveyed to readers quickly and make it easier for readers to receive them, providing a motivational spirit that is not boring and attracts their attention through content that is formed in such a way with a touch of motivation so that provide social impact in society.

CONCLUSION

Based on research entitled utilization of @greatmind.id account as information media on life topics, the results of this research show that the @greatmind.id account provides benefits for the community, especially readers who are experiencing something that is happening in their lives by viewing various appropriate information. The situation they are experiencing makes them aware that something will definitely pass, and they will definitely be able to solve the problem, and something will happen according to what they want. Apart from that, it also provides a positive and motivating influence, both opening new ways of looking at life and making readers feel grateful for themselves and in everything, as well as providing the best in conveying information about life topics for followers of the @greatmind.id account. The @greatmind.id account displays quotes or the essence of articles on Instagram to be more easily conveyed to readers quickly and provide a motivational spirit that is not boring, with content created containing various life topics that change the reader's perspective to become more open and motivated. It also provides various kinds of thoughts and ideas as well as creativity in looking at life more deeply, namely looking at life from a different perspective from another side. The Instagram account @greatmind.id, is an account that provides motivation or awareness for oneself to keep fighting and surviving, whatever happens in their life.

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