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Communication Strategies in Influencing the Public on Instagram Employed by Instafamous in Malaysia

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Abstract

Effective communication strategies are crucial in emerging online communication to ensure the information is delivered successfully on social media. To be a successful Instafamous, self-presentation and social engagement have become essential values that should be considered. Hence, this study aims to analyse the communication strategies to influence people on Instagram employed by Instafamous in Malaysia. This qualitative study focuses on the seven strategies of Framing Theory: Spin, Contrast, Tradition, Metaphor, Stories, Artifact, and Catchphrase. The contents analysis of the data revealed the communication strategies employed by the Instafamous. The findings show that the framing strategies help the Instafamous construct their posting and effectively deliver the information. The highest utilised strategy by the Instafamous is Spin, which is used to present a concept in such ways as to convey a value judgment, either positive or negative that might not be immediately apparent. The findings of this study contribute significantly to the enrichment of the communication literature. It also has positive implications for helping the Instafamous strengthen and improve their self-presentation and engagement on social media.

Keywords: Communication Strategies, Framing Theory, Instafamous, Social Media Influences, Social Media Content

Introduction

The medium of communication evolved along with time and technology. Most people own gadgets and smartphones, which function to replace the traditional media platform. It is fully equipped and installed with various communication medium, specifically social media. Smartphone remained the most popular means for users to access the Internet, with 93.1% of Internet users online using the device (MCMC, 2018). Statistics have shown that WhatsApp is the most used platform in Malaysia, with (88%) using the app at least once a week. This is followed by Facebook (81%), YouTube (74%), Instagram (64%) and Facebook Messenger (40%) (Ho, 2019). Social media can now be classified as the most influential medium.

According to the report, nine out of ten (90.1%) Malaysian internet users go online to get the information they needed (MCMC, 2016). It brings essential functions in influencing people, mainly in business and social network. Besides, social media has become a trend nowadays. In the past, if television could influence the audiences, now social media double the impact of influencing the audience. By reason there is a variety of social media platform, this study will be focusing on Instagram as the main platform. Hence, the word Instafamous will be used to replace the word influencer(s) in this entire study.

Speaking of which, Instafamous easily influence people through their content of postings and the strategies of communication. Instafamous have built a reputation for their knowledge and expertise on a specific topic. They make regular posts about that topic on their Instagram and generate large followings of enthusiastic, engaged people who pay close attention to their views (Geyser, 2021). The Instafamous work as the trendsetter and the information disseminated is quickly reaching the audiences. They have a specific purpose in delivering the information either for business marketing, to attract social interests or gain social networks. Instafamous can have a tangible impact on followers and can effectively develop the digital presence of a brand (Gelb, 2017). There must be strategies or ways for Instafamous to influence people by their words and content postings. Hence, communication strategies were achieved when the sender successfully transferred the information to the target audiences and the receiver could grab the information. In delivering information, Instafamous can apply communication strategies to ensure the dissemination process runs smoothly, the message is delivered, and the objectives are achieved. Conceptual idea through comparison, a narrative vividly and memorably or present a concept in such a way as to convey a value judgement can be used as the communication strategies in creating interesting online content. The suitable strategy used will produce a great result and impact on communication. Thus the correct approach has to be chosen wisely in communicating the information.

The technology evolvement has urged for the shifting of the communication strategies on the online platform. The information and trends disseminate fast and furiously on social media as the people nowadays are technology literate or tech-savvy. A significant amount of literature has focused on the relationship between communication strategies and corporate reputation, but there is no systematic research on different social media communication strategies (Floreddu & Cabiddu, 2016). Thus, this research filled the gap in focusing on Instagram communication strategies. A clear cut of effective communication strategies on social media is needed while accomplishing the industrial requirements, which also evolved due to the current necessity. Self- presentation and social media engagement of the Instafamous are being analysed and monitored by most companies to be selected as the endorser. Companies increasingly use micro-celebrities for product endorsement. However, there are concerns around the self-presentation and credibility of this source of information online (Djafarova et al., 2018.) Hence, the communication strategies portray the way the Instafamous brought themselves to the audiences. It brings a huge impact that affects the effectiveness of influences; the audiences are judging based on the influencers' image. The qualification requirement has been set for the endorser to have a high engagement on social media and excellent self-presentation to endorse the products from the industries, primarily corporate, entertainment and services industries. Thus, effective communication strategies are needed to portray good self-presentation and create a high engagement rate with their followers. If this study is successful, it will be benefited not only Instafamous but also the related industries and the general public.

Literature Review

Floreddu & Cabiddu (2016) research on social media communication strategies impacting corporate reputation were conducted in Italy. It focuses on identifying the most effective social media communication strategy by contrasting the companies' level of reputation. This study adopted a longitudinal explorative multiple-case study and theoretical sampling in analysing Facebook as the only medium focused. Floreddu and Cabiddu (2016), in their findings, identified that there are six complimentary social media communication strategies. They are egocentric, conversational, selective, openness, secretive and supportive. This study also reveals how high, medium and low-reputation companies utilise the six complementary communication strategies. This study is parallel to the study by Abidin and Ots (2015), whereby their findings show the approach and bridge the dualities between credibility and intimacy of influencers as media brands and commercial brand industry workers practised to influence the audiences. Abidin and Ots (2015) research on semi-professional influencers in the social media marketing industry, women influencers in the lifestyle genre, was conducted in Singapore. It aims to identify the most effective social media communication strategy. This study questioned how these new branding professions and their practices are emerging and institutionalised, significantly how they internally balance the dualities between different and potentially conflicting institutional logics. On the other hand, the online communities' rules form their audience bases and the rules commercial corporate brand management world that are their clients. Abidin and Ots (2015) adopted the Ethnographic research design, conducted interviews, and reviewed the case study to obtain the data.

Next, a study of social media influencers' use as a tactic in influencing audiences in brand marketing was conducted by (Forbes, 2016). This study aims to identify selected beauty social influencers' characteristics to see how they are utilised in advertorials for brands on YouTube. The content analysis of Maybelline's sponsored videos was used in obtaining data. Forbes (2016) adopted the attribution theory and social learning theory as the framework for this study. The finding shows five characteristics of beauty influencers that effectively influence audiences with the use of tutorial video. Firstly, being relatable will create connections with the audiences. Secondly, the knowledge on the topic presented will benefit the influencer in influencing the audiences. Next, the influencers must be helpful. The influencers utilise their confidence in persuading the audience is also a way of influencing audiences. Lastly, verbal skills help to wrap everything together. This study is comparable with Veissi (2017) in terms of self-presentation of the influencers. Veissi (2017) conducted a study on how influencers present themselves on Instagram. This study explores the influencer marketing strategies and the audiences' perspective while focusing on Instagram as the primary medium. Veissi (2017) adopted the honeycomb framework, 5P's of marketing mix and influencer marketing as the theoretical framework for this study. The quantitative research approach and an online survey were also conducted in this study. The studies with the same topic in the last two years were analysed using secondary data collection to obtain the data. The empirical findings of this study reveal the perspective of the marketing specialist and consumer, thus results in the influencer marketing received a mixed perception by the audiences. Still, people find it trustworthier than traditional ads.

On the other hand, Nandagiri and Philip (2018) study famous social media influencers' work and their impact on their followers, utilising Instagram and YouTube as the medium was conducted. The mixed method of qualitative and quantitative was used as the research approach, and survey and interview were conducted in obtaining the data. The researcher adopted framing theory by Goffman in conducting this study. The results concluded that

influencers' work is positive, and they impacted their followers. The influencer also observes positive response from both the brand they endorsed and even their followers. While Khalid, Jayasainan and Hassim (2018) studied social media influencers in shaping consumption among Malaysian youth. This study aims to identify the curation of Instagram posts by social media influencers. The content analysis was deployed in this study as the data analytic approach to investigate the feedback on the selected social media influencers' curation of posts and engagement. This would contribute to the youths' future use of Instagram as a social, cultural and educational tool. The Uses and Gratification Model was adopted as the framework for this study. This study found that social networking sites users at present trust peer recommendations more than search engines. This phenomenon is evident from their resonance with social media influencers who are capable of influencing massive followers. This study also found that social media influencers' content visibility created shared voices and reinforced their followers' cultural identities.

Based on the literature review, this research aims to identify and analyse the communication strategies to influence people on Instagram employed by the Instafamous in Malaysia.

Methodology

An illustrative case study which primarily a descriptive studies that typically utilise several instances of an event to portray the phenomenon was applied. The Instafamous were approached through Instagram direct message and email before the analysis period. One endorsement post was selected from each of the Instafamous after the consent was received. The Instagram posts selected were analysed solely based on the contents without including the researcher's participation in the context. The contents, such as video and audio postings were transcribed before the analysis. They were dissected according to the terms and themes derived and linked to the Framing theory by Goffman. This study used purposive sampling in selecting the participants. The main goal of purposive sampling is to focus on particular characteristics of a population of interest, enabling the researcher to answer the research questions. Homogeneous purposive sampling was used in this study.

The participants were selected based on similar characteristics. Five (5) Instafamous were selected based on several criteria, namely (i) a Malaysia-based influencer and (ii) a Content creator with (iii) an exceeding number of 1,000,000 followers and (iv) have a high engagement rate and (v) must have product endorsement postings. The first participant, alifteega on Instagram with 1.2 million followers and 4.40% of engagement rate according to Top 1000 Instagram influencers in Malaysia in 2020 (2020). He is a speaker, entrepreneur, TV Host, and an active content creator in motivational and Islamic niche. On the other hand, irfxn__ on Instagram with 1.9 million followers and 6.10 % of engagement rate according to Top 1000 Instagram influencers in Malaysia in 2020 (2020). He is an internet marketer, motivator, YouTuber and an active content creator which portrays lifestyle and comedy through the short film as his niche. The third participant is fattahanas_boyyeah on Instagram with 1.3 million followers and 0.80% of engagement rate according to Top 1000 Instagram influencers in Malaysia in 2020 (2020). This account is entirely operated and handled by his parents as he is just four years old. However, the contents were made by portraying his lifestyles as a talkative and smart child which contrast and regarded unusual from other kids at his age. Meanwhile, liyamaisarah_ on Instagram with 1.5 million followers and 4.40% of engagement rate according to Top 1000 Instagram influencers in Malaysia in 2020 (2020). She

runs a business, campaign and opens for endorsement on her Instagram. She portrays her lifestyles and fashion as her niche. The last participant is khairulaming on Instagram with 3.5 million followers and 7.40% of engagement rate according to Top 1000 Instagram influencers in Malaysia in 2020 (2020). He is a digital and content creator that portrays cooking skills and recipe as his main niche.

The method used in this study is the Primary Approach of the Qualitative Content Analysis method. To conduct content analysis, the researcher systematically collects data from various texts, which can be written, oral, or visual such as books, newspapers and magazines, speeches and interviews, web content and social media posts, and photographs and films. Coinciding with this study, Instagram posts were used as the content, and the analysis was sparsely linked and guided with the chosen theoretical framework, the Framing Theory. The contents were observed as to how it is constructed.

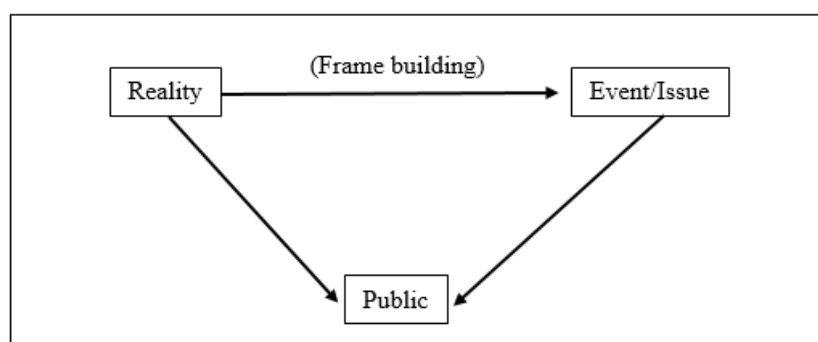


FIGURE 1. Framing Theory

Figure 1 shows the Framing Theory framework. The theoretical framework is one of the main parts of a research study. In this study, framing theory by Goffman (1974) was selected as the guideline in providing the basis of the hypotheses and the choices of the research methods. This theory's concept is related to the Agenda Setting Theory (1968), but it was improvised. This theory suggests that how something is presented to the audience influences people's choices and how to process it. The framework contains seven strategies that can be used in constructing the Instagram post. (i) Metaphor strategy is used to frame a conceptual idea through comparison to something else. Second, (ii) Stories strategy is used to frame a topic via narrative vividly and memorably. Next, (iii) Tradition strategy involving cultural that imbue significance in the mundane is closely tied to Artifacts strategy. Furthermore, (iv) Catchphrase strategy is used to frame an object with a catchy phrase to make it more memorable and relatable such as slogan and jargon. Meanwhile, (v) Artifact strategy uses objects with an intrinsic symbolic value, a visual or cultural phenomenon that holds more meaning than the object itself. Next, (vi) Contrast strategy describes an object in terms of what it is not. Lastly, (vii) Spin strategy is used to present a concept in such ways as to convey a value judgement, either positive or negative that might not be immediately apparent. It is also to create an inherent bias by definition. This theory is relevant to this study as it may be a guideline in observing and analysing the data of the communication strategies employed by the Instafamous. The framework was utilised in categorising the text and image of the constructed Instagram post to find the strategies used by the Instafamous in influencing people. The postings constructed using this framework also can be tested to see their influences on the audience.

Discussion And Finding

This section will discuss on the findings on the contents selected from the Instafamous endorsement postings. The usernames of the Instafamous will not be disclosed. The codes of IF001, IF002, IF 003, IF004 and IF005 will be used in replacing each Instafamous username for the ethical purposes.

Table 1

Statistics of the Findings

Instafamous	Endorsement Post	Views	Likes	Framing Strategies Utilised
IF001	Digital Quran	208,805	56,665	Artifact, Tradition, Stories, Spin and Metaphor
IF002	Vivo V20 Smartphone	98,820	20,937	Contrast, Spin, Catchphrase, and Metaphor
IF003	My First Book by Mommy Hana	210,605	29,287	Spin, Metaphor, Catchphrase, and Tradition
IF004	Nivea Deodorant	173,043	38,597	Contrast, spin and stories
IF005	Maggi Instant Noodle	1,324,594	234,513	Stories, Tradition, and Spin

Table 1 shows the statistics of the findings in this study. IF001 used five out of seven strategies in his posting, namely Artifact, Tradition, Stories, Spin and Metaphor, thus collecting 208,805 views and 56,665 likes on Instagram. While IF002 used four out of seven strategies: Contrast, Spin, Catchphrase, and Metaphor then collected 98,820 views and 20,937 likes on Instagram. On the other hand, IF003 also utilised four out of seven strategies: Spin, Metaphor, Catchphrase, and Tradition but collected 210,605 views and 29,287 likes on Instagram. Next, IF004 used three out of seven strategies which are contrast spin and stories. Her postings collected an amount of 173,043 views and 38,597 likes. Lastly, IF005 also utilised three out of seven strategies: Stories, Tradition, and Spin, thus collecting 1,324,594 views and 234,513 likes on Instagram.

Metaphor Strategy Utilised In The Instagram Postings

The Instafamous utilise metaphor strategy of Framing Theory in their postings. This strategy helps Instafamous to frame the conceptual idea through comparison. Instead of delivering the information directly to the audiences, the Instafamous used metaphor to compare the endorsed product with something close to the audiences. It is to engage the mutual feeling and also relate the information to the audiences. Utilising this strategy enhances the effectiveness of communication among the Instafamous and their followers. IF001, IF002 and IF003 utilised this strategy in their posting in promoting the product.

Excerpt 1: This excerpt was obtained from the transcription of Instagram post which contains the Metaphor strategy of Framing Theory.

That aunt told, don't be like her when you're old and regret not being able to read the Quran. Whatever it is, advise yourself and everyone else.

Excerpt 1 above shows the Metaphor strategy from Framing Theory portrays in the posting by IF001. He represents the aunt's story to compare with the youth age if they remain the practice as the aunt. He reminisced the lesson from the story to remind the audiences of

the aunt's impact resulting from her past action. IF001 tried to tell the audiences to start reciting the Quran and used the story as the lesson. Thus the comparison and evidence help the audiences to relate to the issue.

The Instafamous used metaphor strategy in their posting to influence the audiences' thinking. It can be seen clearly that the Instafamous used the strategy differently according to their context of posting. IF001 compares the aunt's story by using consequences to influence the youth to start reading the Quran. On the other hand, IF002 compares the smartphone to women's characteristics to attract the audiences to visualise the speciality of the smartphone. At the same time, IF003 compares the book's advantages with the previous version and indirectly influences the audience's mind to purchase the new version. The Instafamous can promote the product without comparing it, but it will be less effective and unattractive. They manipulated the audiences thinking with the comparison to show the advantages of their idea or product to differentiate the pros and cons; thus, this will contribute to the positive result in their favour.

Stories Strategy Utilised in The Instagram Postings

The Stories strategy in Framing Theory can be spotted in the postings by the Instafamous. Stories strategy frames a topic via narrative vividly and memorably. The Instafamous purposely appears a story in their posting to catch the audiences' attention, make them understand the information quickly and remember it vividly. This strategy helps the Instafamous in delivering the information while the audiences were listening to them attentively. The stories used by the Instafamous in their postings must be a light story and can relate to the audiences. IF001, IF004 and IF005 utilised this strategy in their posting.

Excerpt 5: This excerpt was obtained from the transcription of Instagram post which contains the Stories strategy of Framing Theory.

Ohh hi, do you have anchovies, peanuts, cucumbers, chicken eggs, chicken and also Maggi Goreng Sambal Tumis Bilis at your house? (Sigh) I have it at home too. How much more fun it would be if we could make fried Maggi like Nasi Lemak?

Excerpt 5 above presents the Stories strategy in Framing Theory employed by IF004 in her posting. In line 1, IF004 told the audiences of his father's message. Using the story of her father's statements will frame the topic of the 'Tabung Impian NIVEA' vividly and memorably to the audiences. It helps the audiences relate to the story, which will contribute to the success of the communication strategy.

The stories strategy used by the Instafamous can influence the audience. This strategy's main objective is to make the audience attracted to the information stated along with the story and remember it vividly. Indirectly, the audiences will grab the information and digest it in their mind. The goals of the posting are successfully achieved. IF001 and IF005 are already familiar with utilising this strategy. This stories strategy has become their trademark; most of their postings used the stories strategy to attract their followers. While for IF004, she used her father's message as a story, other than attracting the audiences' attention. It will also affect the audiences as 'father' is a closely related and respected figure to everyone. The Instafamous can relay the information directly without framing the stories, but the content will be delivered as unattractive and would not easily stick to the audiences' minds.

Tradition Strategy Utilised in The Instagram Postings

Tradition Strategy from Framing Theory was used in the postings by the Instafamous. Tradition Strategy imbues the significance in a mundane which touch on the reality in this world. Tradition is regarded as an effective strategy, such as culture and life norm. Utilising this strategy will indirectly grab the audiences' attention, especially those who are related to it. In other words, by mentioning the tradition strategy in the posting, the Instafamous have indirectly mentioned the connected audiences. Thus, it will influence and affect the audiences directly. IF001, IF003 and IF005 employed this strategy in their posting.

Excerpt 9: This excerpt was obtained from the transcription of Instagram post which contains the Tradition strategy of Framing Theory.

Ohh hi, do you have anchovies, peanuts, cucumbers, chicken eggs, chicken and also Maggi Goreng Sambal Tumis Bilis at your house? (Sigh) I have it at home too. How much more fun it would be if we could make fried Maggi like Nasi Lemak?

In Excerpt 9, the Tradition strategy in Framing Theory was utilised by IF005 in his posting. Tradition strategy imbues the significance in a mundane. IF005 relates the content to Malaysia's most important meal and identity, which is Nasi Lemak. It describes the ingredients to make them reminiscing the relevance of the content to their life. Nasi lemak is featured as a national dish in most country's tourism brochures and promotional materials. The low-rate flight company Air Asia proudly promoted Nasi Lemak as a must-try national food (Laurence et al., 2019). That shows the significance of Nasi Lemak as the national food and how close the meal to the Malaysian. This strategy relates to the audiences and coincidentally attracted the audiences' attention. This contributed to the success of the communication strategy utilised by IF005.

It will be a massive success for Instafamous if the information in their posting is delivered directly to their followers indirectly. In promoting a product, customers do not quite favour of hard-sell strategy. Thus this indirect strategy helps the Instafamous in delivering their contents successfully. Audiences have their lifestyle, culture and norm, by mentioning things related to them it will spark their interest and attention to the contents. The Instafamous used this strategy differently according to the context of their content. IF001, in his posting, mentioned the trends and activities that are followed by the youth. This indirectly will alarm the youth to listen to information and contents delivered. On the other hand, IF003 mentioned the parents' roles in his posting, which will affect the parents and indirectly promote the product. While IF005 mentioned 'Nasi Lemak', the Malaysian favourite dish; thus, it will attract the targeted audiences to listen to the information. By successfully attracted the target audiences, the contents will be delivered. To conclude, this can be considered as an effective strategy in influencing the people.

Catchphrase Strategy Utilised in The Instagram Postings

The Instafamous used Catchphrase Strategy in Framing Theory in their posting. This strategy frames the object with a catchy phrase. The catchy phrase will attract the audiences' attention and will relate the contents to them. Rhymes and trendy words are considered catchy phrase. Using this catchy phrase will increase the sensation in the posting and tighten the gap between the Instafamous and their followers. The Instafamous is considered trying to follow the trend and mutual interest. The excerpt of catchphrase strategy from IF002 and IF003 are shown below.

Excerpt 10: This excerpt was obtained from the transcription of Instagram post which contains the Catchphrase strategy of Framing Theory.

It's your loss if you don't try to use this Vivo V20. Vivo V20, 44 megapixels, eye auto focus, be the focus.

Excerpt 10 above portrays the Catchphrase Strategy in Framing Theory was used by IF002. He used rhyming words in symbolising the smartphone. The term 'focus' was repeat to appear the rhyme and catchiness in the sentence to attract the audiences' attention. Thus, they contributed to the success of the communication strategy employed by the Instafamous.

The catchphrase strategy utilised by the Instafamous has functioned as the attractive and sensation strategy that lifts the postings' mood. The strategy helps Instafamous catch the audiences' attention and indirectly contributed to the delivered information's success. Besides using catchphrase as the attention-getter, it can also highlight the product and promote branding. IF002 utilised a rhyme that is considered catchy to highlight the speciality of the product. Catchphrase can help in branding and familiarise the product to the audience. It is still considered a successful influence on the audiences as the product and brand has gained the audiences' attention.

Metaphor Strategy Utilised in The Instagram Postings

The strategy of Artifact from the Framing Theory was utilised in this posting by the Instafamous. Artifact strategy uses the object with an intrinsic symbolic value that is a visual or cultural phenomenon that is more meaningful than the object itself. This strategy helps Instafamous to attract the targeted audiences' attention. As this artifact is regarded as important for certain people, it will gain the people's interest for sure the information will be absorbed. However, this strategy also can lose others' interest as it is not essential and unrelated to certain people. The utilisation of the strategy can be seen in the posting by IF001.

Excerpt 12: This excerpt was obtained from the transcription of Instagram post which contains the Artifact strategy of Framing Theory.

I don't want to review the product, even though it looks like a review but it's not a review because I'm really sincere to share, I got this from Myqalam.malaysia *Showing the Quran*

This excerpt shows that IF001 utilised the strategy of Artifact from the Framing Theory. The Artifact strategy in this posting is the Quran which is the endorsed product in the posting. The holy Quran is the scripture of Islam revealed by Allah to Prophet Muhammad PBUH through the mediation of Jibril for more than 14 centuries ago (Alwi et al., 2014). Quran is not just a book. It is a holy book and guidance for Muslim. Even though for other religions, it might only regard as a book but for Muslim, the scripture is considered sacred and was seen as more than just an ordinary scripture. IF001 frames the posting utilising the artifact, and that can raise an intrinsic value for a Muslim. This strategy will help Instafamous in influencing the targeted audiences.

Contrast Strategy Utilised in The Instagram Postings

The Instafamous utilised contrast Strategy in Framing Theory in the posting. Contrast strategy describes an object in term of what it is not. It is not considered as bluffing as the Instafamous still want to gain the trust of the audiences. This strategy helps the Instafamous exaggerate the product with the explanation related to it and the contrast. This strategy can help Instafamous in convincing the audiences by using contrasting fact to the product. IF002 and IF004 utilised this strategy in their posting.

Excerpt 13: This excerpt was obtained from the transcription of Instagram post which contains the Contrast strategy of Framing Theory.

Alright, so now we're going to unbox the Vivo V20, I can't wait because I'm holding this phone (Holding the phone) and it doesn't feel like I'm holding a phone. Why? Because it is very, very light! Indeed! Very very light.

Excerpt 13 above shows that IF002 utilised the Contrast Strategy in Framing Theory. In line 2, IF002 explained the specification of the smartphone. Among the specifications are that the smartphone is light in weight. However, exaggeration was used to compare the smartphone's weight until it describes the smartphone in term of what is not. Even though the smartphone is light, it still has weight, not as IF002 mentioned. The Contrast strategy helps to deliver the information and makes the viewers aware of the product. Thus, the posting will be memorable to the viewers.

The strategy is used to manipulate the audiences thinking with the exaggeration of explanation by the Instafamous. Relating similar information will give extra interest to the audiences. However, the exaggerated information must not contradict the real product as it can negatively impact the Instafamous and the audiences. It is just adequate to attract the audiences' attention and convince them and manipulate their thinking. IF002 used this strategy to exaggerate smartphone characteristics. However, it does not exceed the limit and considerable. In fact, he sparks the humour in the content. At the same time, IF004 claims that deodorant is the key to her success. The literal meaning in contrast to the fact. However, understanding the underlying meaning will help the audience to relate to the information. In short, this strategy can influence the audiences with the exaggeration used.

Spin Strategy Utilised in The Instagram Postings

The Instafamous utilise spin Strategy in Framing Theory in their posting. The spin strategy presents a concept in a way as to convey a value judgement, either positive or negative, that might not be immediately apparent. It is mostly used in promoting the product. All of the Instafamous employed this strategy in their posting. This strategy is the information or detail of the product explained by the Instafamous in their posting. The data is considered doubtful as it is according to the Instafamous experience. Thus, the audience can judge the information given after they digest it in their mind. This can provide either a positive or negative impact based on the audience's knowledge and experience of the product. The utilisations of this strategy by the Instafamous are shown below.

Excerpt 17: This excerpt was obtained from the transcription of Instagram post which contains the Spin strategy of Framing Theory.

Anas : (Singing)

Mummy: Wah! Great singing. Such a feeling!

Anas : As usual mummy, I'm bored, let's sing together.

Mummy: I don't want to sing. (Sigh while sitting) I want to introduce you the new My First Book by Mommy Hana.

Excerpt 17 above exhibits the Spin strategy in Framing Theory applied by the Instafamous in the posting. In the posting, IF003 illustrates that the book can fill up ample time and indirectly mentioned that it is exciting and does not bored. In line 3, IF003 mentioned that he is currently bored and fills the time with singing and that portrays kids filled up their time with something unbeneficial. Thus, My First Book can help parents to make sure that does not happen to their children. However, the spin strategy also gives space for the audiences to make their judgement based on their knowledge of the product or the

experience of the situation. This strategy also helps attract the audiences' attention to think and coincidentally, the message was delivered.

Instafamous employed this strategy to attract the audiences' attention and to deliver information about the product. They can deliver the information directly, but it will be unattractive. This strategy will help Instafamous in constructing the information about the product creatively. The Instafamous utilised this strategy differently and method according to the content, context, and niche. As mentioned, all of the Instafamous employed this strategy; thus, it can be concluded that this strategy helps them influence people.

Summary of Findings

The findings prove that the Instafamous utilised the Framing Theory in their postings. Most of the Instafamous at least used three strategies in the postings, thus makes their posting effective in communicating the information. The most utilised strategy is the Spin strategy that all five Instafamous have used in their postings. On the other hand, the least utilised strategy is the Artifact strategy which only employed by IF001 once in his posting. All of the postings were concluded as successful based on the positive feedback and the number of views and likes received. In point of fact, the findings are also comparable to the studies in the literature review. It is proven parallel to Floreddu and Cabiddu (2016); Abidin and Ots (2015) studies that concluded the Instafamous present themselves to the audiences in a preferable way with the communication strategies as a guideline. Moreover, it is also congruent to Forbes (2016); Veissi (2017) studies that concluded that the trust build based on the influencers' self-presentation could influence the audiences. To culminate, based on the findings, the researcher has managed to answer the research question and successfully shed light on the communication strategies in influencing people employed by Instafamous in Malaysia.

Conclusion

This research was conducted to provide an insight into the communication strategies used in the posting by the Instafamous. With the current evolving world towards the technology era, Instagram has been specified for becoming among the top model of the communication platform. Having a high engagement on social media is a part of the requirement for the job qualification to enter the industries of corporate, entertainment and services. Thus, the findings revealed the communication strategies in influencing people and at once helps the Instafamous build a high engagement on social media. At the same time, it benefited the related industries to evaluate the Instafamous before appointing them as an endorser based on the communication strategies used. Moreover, this research will benefit the Instagram content creator in creating and constructing the post. Indeed, this research is meant to help the Instafamous gain influence from their followers through the post constructed. Apart from that, this research will also improve the self-presentation of Malaysian Instafamous. On the other hand, the general public will also benefit from this study to practise the communication strategies that were proven utilised in this study. In short, this study will benefit the related industries such as corporate, entertainment and services industries, the Instafamous and content creators, and the Instagram users.

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