

Salasika

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Reception Analysis of Breastfeeding Mothers towards the Instagram Feeds of @Olevelove Account

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ABSTRACT

Breastfeeding by working mothers has been done since it fulfills infants' rights in optimal health. Moreover, Government Regulation No. 33, Year 2012 on Exclusive Breastfeeding notes that the activity is advised to be supported by the surroundings, including the family, neighborhood, workplaces, and public places. Awareness-raising is essential in encouraging people to support new mothers while breastfeeding their infants. This research investigates the reception of working mothers on the feeds made by @olevelove Instagram account. The research used the qualitative approach and employed Stuart Hall's reception analysis method. The reception analysis was conducted through in-depth interviews with three selected Instagram feeds. Seven millennial working mothers were selected as the informants, and they had a baby or babies and experienced the postpartum issues of colostrum production, baby blues, and breast pumping at workplaces. The result shows that the account produces an emancipatory aspect since it gives informative tips on exclusive breastfeeding for the new mothers. Most informants stand at the dominant-hegemonic position to agree to the selected three contents from the account.

KEYWORDS: *awareness, breastfeeding, instagram feeds, reception analysis, working mothers*

INTRODUCTION

People cannot live alone as social beings, essentially composed of group life and organized in society. Language is one of the means of communication between people, and without language, it is impossible to understand communication and the meaning being conveyed. When

communicating with people with disabilities far away, at first, you could only hear the voice over the phone without looking at the facial expressions of the interlocutor. However, by looking at the face, you can use technology that is faster than ever. You can use it to easily communicate with anyone. In addition to video calls, there are various conveniences for

communicating with everyone via social media applications. Social media is a channel for conducting online social interactions in cyberspace or the Internet. Social media users communicate, interact, send messages, share and build networks. According to Van Dijck (2013), social media is a media platform focused on the presence of users who facilitate activities and collaboration. Therefore, social media can be considered as online media (intermediary) that strengthens relationships and social ties between users.

According to Prof Bambang Sugiharto (UNPAR, 2019), social media is a social recognition market because when people post something, they want other people to respond to see others' reactions and appreciation. Differences of opinion on social media can also create chaos. Social media invites everyone interested to participate with their contributions and comments, as well as to share information fast and indefinitely. Social media has the following properties: the message to be transmitted is not only one person, but there can also be many people. Messages sent via SMS or the Internet are free. People have to go through the gatekeeper, and the messages sent tend to be faster than other media. Message recipients are very important interaction time. Andreas Kaplan and Michael Haenlein define social media Instagram as "a group of internet-based applications built on the idealistic and technological foundations of Web 2.0 that enable the creation and exchange of user-generated content. Instagram is not only a social media platform that

contains meaningless pictures of its users, meaning that each user's personal account is not only about sharing moments in photos and videos but also sharing much information.

The information shared through Instagram is very diverse. In this study, we highlight the spreading awareness in social media, especially in information about mothers and children. When a mother is busy taking care of her work, both in the office or at home, and doesn't have much time to read the media, Instagram is her entertainment. She can simply scroll the screen and read parenting content. When a woman enters the pregnancy phase, she has begun to prepare her knowledge to be equipped to parent and carry out the role of a mother later when the child is born. There are many useful Instagram accounts with parenting content, and in fact, not all parents can get knowledge for free through social media. Not only for the mothers, fathers can easily access information about parenting.

One of the types of Instagram contents is an invitation in the form of an online campaign that calls for and makes efforts to move other users to do things. Many parenting accounts focus on certain things, such as caring for newborns, breastfeeding, and pediatrician information. Indirectly, such online contents invite us to participate in campaigns, such as the breastfeeding campaign. Celebrity mothers also participate in breastfeeding campaigns on Instagram. People can easily be influenced by those famous celebrities, especially those they like. Such a campaign is effective because it invites mothers to be enthusiastic

about breastfeeding as all women can breastfeed.

Being a mother is not easy. There are only four natures of women; menstruation, pregnancy, childbirth, and breastfeeding. It is all lived with the knowledge that can be put into practice, and information obtained through social media. The role of a partner is to support mothers to believe that women can live and get through it. Many millennial mothers are information literate, especially with social media. When receiving the information on breastfeeding, they can put it into practice. Not all hospitals educate new mothers to breastfeed properly. Breastfeeding education is not always formal. The information approach can be captured by mothers because they feel that there is no burden to be carried, but when mothers know the benefits of breastfeeding, mothers will fight to breastfeed their babies.

According to WHO (2021), "breastmilk is the ideal food for infants. It is safe, and clean, and contains antibodies that help protect against many common childhood illnesses. Breastmilk provides all the energy and nutrients that the infant needs for the first months of life, and it continues to provide up to half or more of a child's nutritional needs during the second half of the first year and up to one third during the second year of life." Breastmilk cannot be replaced by anything because its content can protect newborns who are susceptible to viruses and diseases. Apart from this, according to IDAI breast milk or mother's milk is the best food that a mother can give to her newborn baby. The composition of breast milk changes from time to time

according to the baby's needs, and when properly and correctly given as a single food, it can meet the needs of the baby for optimal growth for up to 6 months.

There are several hospitals that work with formula milk products that do not contain pro-breastfeeding and do not even carry out Inisiasi Menyusui Dini, or IMD—early initiation of breastfeeding. Hospitals should be the ones that educate new mothers to breastfeed their children by providing education about the benefits of exclusive breastfeeding. The benefits for so many that even the components of breast milk are incomparable. If a child is sick, the answer is to breastfeed the child a lot because breast milk will produce antibodies to fight the disease. Besides, some supermarkets marketing formula milk swiftly approaches pregnant women who are already big, but it's not wrong and not a fault if mothers prefer to give formula milk. Maybe there are other reasons why a mother gives formula milk to her children, and every mother might try and struggle to give breast milk to their child. However, when the amount of breast milk is not proportional to the child's needs, formula milk can be given.

Obstacles to progress highlighted by experts are the lack of information from healthcare professionals, cultural, and family traditions; and the stigma of breastfeeding by women in public places and workplaces. Women are exposed to harmful gender stereotypes or taboos. Experts also emphasize that limiting a woman's autonomy in making decisions about her life leads to a violation of her

right to health and undermines her dignity and physical integrity. People need to be careful not to judge or blame women who do not want or cannot breastfeed. Practical steps are needed to promote, support, and protect breastfeeding. For example, it is essential to promote paid maternity leave, a safe workplace for milk supply or milking and storage, and better healthcare workers' training. Besides, accurate information is needed to help women make informed decisions about optimal nutritional habits. Access to high-quality breast milk alternatives should be made available, regulated, and affordable.

Breast milk provides abundant and easily absorbable nutrients, antioxidants, enzymes, immune properties, and life antibodies from the mother. The mother's more mature immune system makes antibodies against the bacteria that the mother and baby are exposed to. Breastfeeding is beneficial for children, and it has many benefits for mothers. In fact, the benefits include promoting faster weight loss after birth, burning about 500 extra calories a day to build and maintain a milk supply, stimulating the uterus to contract and return to its normal size, less bleeding after delivery, promoting less urinary tract infection, lower risk of anemia, and inflicting low risk of postpartum depression and a more positive mood. Based on the benefits for postpartum mothers, it may be possible for mothers not to hesitate to continue to breastfeed their children because when they breastfeed, their babies also get calories that are not much different. Besides, babies sweat as much as mothers who give breast milk.

Breast-feeding is the right of all mothers, including working mothers. The International Workers' Organization Convention provides for 14 weeks of maternity leave and support facilities for breastfeeding mothers at work. Indonesian Labor Code No. 1 of 1951 demands 12 weeks of maternity leave and 2x30 minutes of breastfeeding break during working hours. However, although 45-60% of the working population in developed countries are working-age females, working mothers are still considered one of the reasons for the high failure rate of breastfeeding. In addition to knowledge of maintaining pregnancy and childbirth, breastfeeding techniques, and the benefits of breastfeeding that mothers can discuss with obstetricians or pediatricians, there are a few other things they need to discuss at work during pregnancy. After giving birth, up to two weeks before the mother starts work, she needs to do several things.

In addition, the activities encompass breastfeeding the baby right away and avoiding bottles and beverages other than breast milk. Moreover, mothers can wear clothes that help them express breast milk, and as a general rule, they can schedule a breastfeeding time every 3-4 hours. Furthermore, condensed milk can be frozen as a supply or adjuvant when the mother begins to work. Also, they can practice giving the milk with a cup, spoon, or pipette during working hours. At last, condensed milk should not be bottled as it can interfere with breastfeeding directly from the breast.

For working mothers or mothers who only have a little time to go to a

lactation consular post, mothers can get information about breastfeeding through Instagram because there is much information related to breastfeeding. Currently, many working mothers are also social media influencers whose aim is to educate mothers about things not thought in formal education. When a woman becomes a mother and has new, useful knowledge, she wants to share her knowledge with other mothers, so they have the same knowledge to apply to their children. Mrs. Citra, the owner of the Instagram account @olevelove, is one of the influencers in the field of breastfeeding. Before she decided to focus on being a breastfeeding counselor, she was a bank employee. She started by frequently posting about breastfeeding and sharing tips for smooth breastfeeding and finally published several books about breastfeeding and her marriage life.

This research aims to analyze reception, which is an alternative approach to learning about audiences and how to interpret messages received from a media. The starting point of this research is the assumption that the meaning contained in the mass media is not only in the text. The object of this research is @olevelove Instagram account. Also, this research aims to analyze how working mothers perceive the three feeds of @olevelove account on the maternal issues in the postpartum period.

METHODS

The research used the qualitative method that took semiotics and reception analysis. Qualitative research uses observation, interviews, and document analysis to

explain the social phenomenon that happens in society (Creswell, 1998). In addition, semiotics is defined as the study of the relation among signs that make up signifier and signified. It also explicates the way that meanings are generated within the context of society (Heriwati, 2016). In addition, reception theory denotes that it incorporates the active audience to decode a certain message conveyed by the media. In other words, there is an interaction among media producers, messages, and audiences taking encode-decode mechanism, which is summarized within a concept of communication circuit (production, circulation, use, and reproduction) (Hall, 1973).

Furthermore, @olevelove Instagram account was considered since there have been many followers supporting the account. Also, the characteristics of the followers are the breastfeeding mothers who have claimed to be empowered to do breast-pumping for the sake of the baby's feeding. Moreover, semiotics was used to analyze the meanings of the selected feeds from the Instagram account which is known as the preferred readings. Three chosen feeds were utilized to be investigated since they presented the breastfeeding issues, such as colostrum production, baby blues phenomenon, and breast-pumping for working mothers. Also, the posts have gained more than 3,000 likes from the followers. Consequently, the selected feeds were examined using reception analysis through interviews.

The research used the purposive sampling technique to conduct the interviews. In addition to the sampling technique, Moleong (2018) argues that the purposive sampling

method is used to decide which informant suits the want of the researchers following several criteria, and they are expected to have some proper contribution to the research problem. Seven informants were chosen to share their reception related to the three postings. They are millennial working mothers aged 27 to 38 who have done breast-pumping at workplaces and have experienced baby blues. The criteria are suitable since the selected Instagram feeds are about the issues mentioned above in the postpartum period, and the informants contributed well to the research findings.

RESULTS AND DISCUSSION

Results

In order to hold the research, the initial step that needs to be done is to decide the preferred readings taken from the contents of @olevelove Instagram account. Moreover, the analysis is performed as the beginning part of reception analysis through a semiotics lens (Jensen, 1999). In addition to the preferred readings, three feeds were chosen following the criteria of most likes and the most related issues in the postpartum period, such as colostrum production, baby blues phenomenon, and breast-pumping done by working mothers.

The first feed is on colostrum production, and it has gained 3,452 likes from the followers. To begin with, Citra, the owner of the account, tries to present how to massage the breast to produce the colostrum. Colostrum is the milk-like liquid produced prior to childbirth and nourishes the newborn baby. What

is more important is that it is the first nutrition and the source of energy for the newborn before the mother starts breastfeeding (Czosnykowska-Łukacka et al., 2018). Further, Citra also shows the gentle treatment by pointing out the background video of breast-massaging and the sample of colostrum. Also, she wrote the caption following the video on her post. It was written that the posting was used relative to an educational purpose. Besides, she informs that colostrum can be obtained even before childbirth. Nevertheless, the activity is not mandatory because there are also a lot of mothers who will undergo several side effects comprising pain, uncomfortable feelings, and light contraction during their pregnancy. It is advised to try for those having medical problems since it can motivate them well and build up much confidence. Hence, she concludes that the activity is suggested to those feeling comfortable with it.

The second selected post is on the issue of baby blues. It has got 3,533 likes. The feed shows Citra's response to the comment made by one of her followers. It reads, "*Bisa banyak banget...kalo di aku paling banyak 20 ml 2 PD...apa ASI ku kurang apa gimana.*" (Wow, she can produce much breast milk. For me, it only reaches a maximum of 20 ml of milk from two breasts. Does it mean that my breast milk is lacking?). Moreover, the video also incorporates two more writings which read, "*Pernah pompa ASI, tapi gak keluar apa2, botolnya cuma berembun doang*" (I have ever pumped my breast, but it was not successful. The bottle turned foggy.). The video continues with a dilemmatic

condition experienced by mothers when they cannot produce much milk, and they try the pumping activity. However, it turns out that their nipples hurt. The account owner also shares some tips that do not lead to nipple confusion. She recommends the use of a glass to breastfeed the baby.

Furthermore, the caption of the feed also describes the phenomenon that new mothers often encountered, known as baby blues. In actual practice, the condition is also named postnatal syndrome, which indicates the symptoms of emotional fluctuation shifting from happiness to sadness very quickly (Oktiriani, 2017). The caption also explains the importance of breastfeeding, although many new mothers still do not understand why they can not produce much breast milk to feed their babies. Besides, Citra also explicates her experience of being down in the perinatology room as she saw many mothers bring bottles of pumped breast milk. Additionally, her husband was also eager to support her by getting home earlier from work to stand beside and calm her down. At last, she motivates new mothers always to try breast-pumping to produce breast milk since it is very beneficial for babies' development and growth (Anatolitou, 2012).

The last selected post is the one with 6,825 likes. It describes the breast-pumping mom at work, which Citra experienced. The feed presents four photos in a row explaining the throwback situations when the account owner did the breast-pumping activity while working. The first photo shows writing which reads, "*Throwback kerja kantoran nyusuin 2 anak*" (Throwback

to the time when I was working at the office and had to breastfeed my two babies). Next, the third photo points out a piece of writing, with a laptop in the background, telling "*Mayan dapet hasil pumping sambil FGD project IT*" (Not bad. I have pumped some milk while attending an FGD of my IT project). The photos and writings depict the toughness of working mothers who have just got a newborn. They aim to tell mothers to consider breastfeeding their babies while the projects await them. The message tells that working moms want to fulfill the six-month-to-two-year period of breastfeeding as suggested by World Health Organization (Wahyuni et al., 2020).

Furthermore, the feed is followed by a caption that explains Citra's throwback condition three years before, when she was working from morning to evening at a bank. She also remembers her breast-pumping activity in the early morning and in the office. She also did several other activities, including typing, meeting with clients, coordinating with another division, and meeting with the company director. She always took time to do breast-pumping even though she had to bring many tools to her office so that she was comfortable doing breast-pumping. Her director and colleagues supported her, as they are willing to help her carry the breastfeeding tools. Eventually, she was successful in breastfeeding her baby for two years due to the mindset, "*Gw gak pumping anak gak makan*" (If I do not breast-pump, my baby will not eat).

Discussion

After the preferred readings have been selected, the reception analysis by Stuart Hall (1973) is done through the interviews with seven millennial mothers living in Jakarta. The discussion results in their perception and reading position on the three feeds from @olevelove account on the three issues, namely colostrum production, baby blues phenomenon, and breast-pumping by working mothers.

In the beginning, the result of the interviews on the first feed shows the three informants standing at the negotiated position since they had just known that colostrum could be obtained through breast-massaging. They had been informed that it would inflict pains, uncomfortable feelings, and light contraction on pregnancy. They seemingly agreed with the video, yet they did not want to try it due to the side effects that it caused. Katmini and Sholichah (2020) argued that lactation massage was essential for enhancing breast milk and reducing the effects of delayed breastfeeding. Yet, it still had the painful impacts on the massaged breasts and the light contraction during pregnancy.

Moreover, the other three informants took the dominant-hegemonic position towards the post. They agreed with the Instagram post because it contains informative and educational content for new mothers who do not yet know about colostrum and lactation massage. Czosnykowska-lukacka et al (2018) assert that colostrum is the nutrient that benefits a baby since it is deemed as the source of energy and the initial nutritious food for the baby. Nonetheless, one informant

stood at the oppositional position since she thought the video was too vulgar, as it shows breasts in social media, and she thought colostrum could release by itself after childbirth, and it was better if the baby sucked it by itself.

Next, the second post results in the six informants taking the dominant-hegemonic position. In actual practice, it is stated that the content generates support for new mothers who want to try breast-pumping to produce milk. It can be an emancipatory medium for those experiencing the same condition, that is initially lacking breast milk without knowing how to respond to the stigma in their postpartum period. The support from a mother's surroundings, including her husband, family, friends, colleagues, neighbors, and even health workers, is extremely important for the breastfeeding continuity from birth to 2 years (Muharyani et al., 2018). On the other hand, one informant stood at the negotiated position. She agreed with the content, which portrays mothers' anxiety in the early postnatal period regarding the stigma of not being able to produce breast milk. Moreover, nipple confusion is also highlighted since the newborn is immediately given the pacifier bottle (Zimmerman, 2018). However, how the person in the video feeds the baby using a drinking glass is not recommended since it can result in the baby's choking.

At last, the third post on breast-pumping for working mothers is analyzed using the informants' reception towards it. Five informants took the dominant-hegemonic position. They had good responses to the feeds. They agreed with the

information regarding the power pumping for working mothers since it can benefit the baby and be the main nutrient for the infants. The jargon "*Gak pumping gak makan*" (No Pumping No Food) empowered the informants to continue breast-pumping at workplaces since they were working mothers. The post reminded them of the situation in which they had to carry the breast-pump, an apron, and a chiller. Their activities were also supported by their colleagues and bosses, and the offices even had lactation rooms for working mothers.

The workplace needs to support the Exclusive Breast-Feeding (EBF) for working mothers to succeed in giving excellent nutrition for the sake of their infants' growth and development (Wulandari et al., 2019). Nevertheless, two informants stood at the negotiated position. They felt frustrated because they could not constantly do breast-pumping since the pressure and the tasks of their work were very high. Besides, they did not have the time to do it as they could not balance the time for pumping and meeting. Moreover, the offices do not provide any lactation room, which does not seem mother-friendly. The government has advised companies to support working mothers by providing lactation rooms to fulfill infants' right to get EBF from 0 months to 2 years. More importantly, it is also stated in Government Regulation No. 33, Year 2012 on Exclusive Breast-feeding. Therefore, the regulation aims to implement the government's program on EBF, reduce the number of infants' mortality, and fulfill the babies' rights on getting

optimal health (Zainafree et al., 2017).

CONCLUSION

The @olevelove Instagram account owned by Citra emancipates new mothers to do breast-pumping and encourages them to implement Exclusive Breast-Feeding (EBF). This research discovered that most informants stood at the dominant-hegemonic position towards EBF since breast milk is infants' primary nutrient and source of energy. Moreover, the purpose of EBF is to meet babies' right to obtain optimal health during their growth and development. Regarding the account's campaign, mothers' awareness is importantly highlighted to increase their knowledge on the importance of EBF. The supportive contribution from the mothers' surroundings, including at home, workplaces, and public places, lies on the essential aspect of the successful EBF. In addition, the workplaces have also been obliged to provide a lactation room for working mothers. In this research analysis, two informants stood at the negotiated position over the breast-pumping at workplaces because their companies did not facilitate them with a nursing room. This made them anxious about not being able to breastfeed their infants. Hence, through Government Regulation No. 33, Year 2012 on Exclusive Breast-feeding, both mothers' and all parties' awareness on EBF should be encouraged, like what the account @olevelove by Citra has been doing to her followers.

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ABOUT

SALASIKA etymologically derived from Javanese language meaning 'brave woman'. SALASIKA JOURNAL (SJ) is founded in July 2019 as an international open access, scholarly, peer-reviewed, interdisciplinary journal publishing theoretically innovative and methodologically diverse research in the fields of gender studies, sexualities and feminism. Our conception of both theory and method is broad and encompassing, and we welcome contributions from scholars around the world.

SJ is inspired by the need to put into visibility the Indonesian and South East Asian women to ensure a dissemination of knowledge to a wider general audience.

SJ selects at least several outstanding articles by scholars in the early stages of a career in academic research for each issue, thereby providing support for new voices and emerging scholarship.

AUDIENCE

SJ aims to provide academic literature which is accessible across disciplines, but also to a wider 'non-academic' audience interested and engaged with social justice, ecofeminism, human rights, policy/advocacy, gender, sexualities, concepts of equality, social change, migration and social mobilisation, inter-religious and international relations and development.

There are other journals which address those topics, but SJ approaches the broad areas of gender, sexuality and feminism in an integrated fashion. It further addresses the issue of international collaboration and inclusion as existing gaps in the area of academic publishing by (a) crossing language boundaries and creating a space for publishing and (b) providing an opportunity for innovative emerging scholars to engage in the academic dialogue with established researchers.

STRUCTURE OF THE JOURNAL

All articles will be preceded by an abstract (150-200 words), keywords, main text introduction, materials and methods, results, discussion; acknowledgments; declaration of interest statement; references; appendices (as appropriate); table(s) with caption(s) (on individual pages); figures; figure captions (as a list); and a contributor biography (150 words). Word length is 4,000-10,000 words, including all previous elements.

TIMELINE AND SCHEDULE

Twice a year: February and July.

PUBLISHING AND COPYRIGHT APPROACH

All articles must not have been published or be under consideration elsewhere. We are unable to pay for permissions to publish pieces whose copyright is not held by the author. Contributors will be responsible for clearing all copyright permissions before submitting translations, illustrations or long quotes. The views expressed in papers are those of the authors and not necessarily those of the journal or its editors.

CONTENT ASSESSMENT

All articles will be peer-reviewed double-blind and will be submitted electronically to the journal (journal@salasika.org). The editors ensure that all submissions are refereed anonymously by two readers in the relevant field. In the event of widely divergent opinion during this process a third referee will be asked to comment, and the decision to publish taken on that recommendation. We expect that the editorial process will take up to four months. We will allow up to four weeks for contributors to send in revised manuscripts with corrections.



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