

“I am blaming you!” a case of Instagram’s news and moral panic of paracetamol consumption and children’s chronic kidney in Indonesia

Esfandani Peni Indreswari
Universitas Sahid Surakarta, Indonesia
Email: esfandani@usahidsolo.ac.id

Abstract

In terms of obtaining information people nowadays depend on the use of social media such as Instagram due to its ease of access. This routine has also changed media institutions in disseminating information, which is through their social media account for audience engagement and news distribution to survive in the information technology era. This research focuses on news dissemination through Instagram on health communication. It was found that such means through Instagram caused a moral panic among the audience. The health issue put in the spotlight of this research is paracetamol and chronic kidney in children, actively reported in October-November 2023 in Indonesia. The result showed moral panic materialized from incomplete information due to limited sentences. Other factors are building personal assumptions, blaming other parties, to distortion of information. This study uses the netnographic method on Instagram posts on @kompascom social media news account. The research is carried out in several stages consisting of investigation, interaction, immersion, and integration. This was conducted to see the culture of social media users of the news account. The data consisted of 162 comments from 6 news posts on @kompascom.

Keywords: *Instagram, news coverage, moral panic, blaming attribution, health communication*

INTRODUCTION

Information related to health is one of the prioritized themes by the public, especially since the Covid-19 pandemic hit Indonesia. News related to health and Covid-19 always adorns the main news. The information is also disseminated by many through online means. This new habit changes how the public consumed information nowadays, in which they no longer received information from the mass media but also online platforms. The new habit also changed how the public consumed news in which many uses the social media of media institutions for that purpose. The ease of access to social media through their gadget also changes how the information is received. In the past the public often accessed news through printed and broadcasted media, now social media become the first choice such as Instagram. Instagram’s users can share information in the form of images/photos, videos, and text.

Social media such as Instagram became a tool that news managers feel the necessity to have as an effort to transform news coverage towards digital (Lewis & Molyneux, 2018) and to increase online news traffic (Hendrickx, 2021). Social media news coverage has also changed the production of its journalism content, its distribution, use, and consumption (Vázquez-Herrero et al., 2019). News media institutions are now using Instagram by sharing images along with news text to convey news and other information to their audiences. News institutions also utilized short video features and open comments to allow the public in providing feedback on the shared news.

As with other journalistic works, news coverage on Instagram must also follow the news value rules. Journalists must carefully put this to attention so that their news dissemination is in the interest of their audience

or the public. The news must fulfill or help the audience in achieving their goals when accessing the given information, such as information about dangers and threats; information that will improve their socio-economic; as well as developments or obstacles to life improvements (BM, 2006).

Even though the rules within journalistic have been implemented, the presence of social media such as Instagram impacted the audience's understanding of the information. Nowadays, the audience is more comfortable getting practical and fast information. Therefore, journalism in social media often must creatively package news so to attract the audience's interest and increase news traffic through their social media accounts (Vázquez-Herrero et al., 2019). Often information comprehensiveness is at stake. Incomplete information always creates another problem, such as panic or anxiety which is often seen in Instagram comments. This type of practice can be easily seen through Instagram posts related to paracetamol consumption and chronic kidney in children. Several hashtags showed posts discussing the issue, such as #obatsirup (syrup medicine) with 7,635 posts; #gagalginjalakutpadanak (kidney chronic on children) 758; #gagalginjalakut (kidney chronic) with 6,070; #paracetamol sirup (paracetamol syrup) with 631. The data shows there are many accounts focused on reporting the issue of paracetamol syrup and kidney chronic cases in children, one of which is the news institution's social account @kompascom. The @kompascom news account is a product of Harian Kompas which has been established since 1965 (Harian Kompas, 2003). On its posts regarding paracetamol consumption and kidney failure in children, @kompascom customized its hashtags as follows: #Nasional #GagalGinjalAkut #ObatSirup #Paracetamol #Kemenkes #Apotek #Obat #Kompascom #JernihMelihatDunia, which are the keywords to highlight the raised issue.

#JernihMelihatDunia (clear view of the world) was explained by Kompas media as their point of view and effort in seeking the truth through proper research, observation, and verification. This is intended so that the views of the readers become clear, able to appreciate differences, and hopeful (Kompas.com, 2003). #JernihMelihatDunia can be seen as an effort by @kompascom to convey information subtly, making it easier for readers to process information gradually and cautiously.

Following those statements, the writer argues that the use of Instagram as a news media outlet will have an impact in the form of social panic. Therefore, this research will analyze Instagram comments as a feedback post reading information on the selected media, and to see the conformation of social panic. This research will focus on the @kompascom audience through its comment column regarding the issue of paracetamol and kidney failure in children.

LITERATURE REVIEW

Research related to news coverage on Instagram is still minuscule compared to other social media such as Twitter and Facebook. This could be due to various factors, one of which is technical difficulties to scrapped data on Instagram, as well as the general view that sees Instagram more as a means of entertainment (Al-Rawi et al., 2021). Research related to Instagram and news reporting has been carried out which focuses on entertainment news, political memes, hoax news, and fake news (Al-Rawi, 2021; Khalisah & Anjarningsih, 2020; Nukha et al., 2021; Pieri, 2019). In addition, several studies focus on audiences when sharing news or information through Instagram stories. The results show that the activities contributed to ephemeral journalistic (Vázquez-Herrero et al., 2019; Wang, 2021). Ephemeral journalism or news can be categorized as reporting that does not have the proper journalistic rules. Social panic and the production of hoax news are also one of the results found in information dissemination through mass and online media (Benmetan & Setyowibowo, 2021). Information dissemination through social media such as Twitter, Facebook, and Instagram, where several issues such as Covid-19 have been widely researched in the last 3 years (Benmetan & Setyowibowo, 2021; Malla & Alphonse, 2022).

Thus, this research is aimed to explore news coverage on national news platforms on Instagram. The research aimed to answer the writer's assumption that the dissemination of news coverage via Instagram can raise audiences' moral panic. This research focused on news coverage on the Instagram account of @kompascom

in creating moral panic among their audience regarding the issue of paracetamol consumption and children's kidney chronic in Indonesia.

Moral Panic and Social Media News Framing

The moral panic which used to occur unintentionally is now one of the ways daily events are brought up in such a way as to get public attention (McRobbie & Thornton, 1995) drugtakers and the media reaction to these and other phenomena produced some of the most important work in post-war British sociology. This article argues that it is now time that every stage in the process of constructing a moral panic, as well as the social relations which support it, should be revised. It suggests that more attention should be paid to the consequences of the great expansion of the media and to the many more participants involved in public debate (including, for example, commercial promotions departments and pressure groups. Moral panic becomes a standard response that is often used by the media to make social issues becomes newsworthy (McRobbie & Thornton, 1995) drugtakers and the media reaction to these and other phenomena produced some of the most important work in post-war British sociology. This article argues that it is now time that every stage in the process of constructing a moral panic, as well as the social relations which support it, should be revised. It suggests that more attention should be paid to the consequences of the great expansion of the media and to the many more participants involved in public debate (including, for example, commercial promotions departments and pressure groups. There are two sides to moral panic, the good and the bad (Cohen, 2011b). Moral panic is a condition that results from being involved in exaggeration or exaggerating a phenomenon so that people see this phenomenon as a threat to the community (Geró & Sik, 2020). Situations that are considered as moral panic generally have the following: 1) focus on life and death situations; 2) have serious negative effects on large social groups; 3) the "perpetrator" to blame can be identified; 4) there is a problem raised as the main topic; 5) there is hostility or dislike towards the party being blamed; and 6) moral panics pass as quickly as they appear (Cohen, 2011a).

Moral panic is different from disruptive social issues. The existence of moral panic ultimately results in anxiety which leads to a disproportionate public reaction, creating instability and hostility (Devore et al., 2021) media framing and moral panic theories, this paper examines media coverage on COVID-19 in three countries, China, South Korea and the United States. Data were obtained from six news outlets, Xinhua News, South China Morning Post, Chosun, Hankyoreh, CNN and Breitbart, two from each of the three countries. More than 1,000 COVID-19 related reports, spanning six days (the last day of January to June, 2020). There are five criteria related to moral panic, which are: 1) concern; 2) hostility; 3) consensus; 4) disproportionality; and 5) volatility (Cohen, 2011a). Moral panic is a social construction that is framed, and propagated through the media, and is always associated with risk (Cohen, 2011a).

Moral panic is produced by moral entrepreneurs. They are public leaders such as bureaucrats, politicians, and experts in media and academics (Flores-Yeffal & Elkins, 2020). Moral panic is often used by journalists to discuss how politicians and media institutions incite audiences or build propaganda (McRobbie & Thornton, 1995) drugtakers and the media reaction to these and other phenomena produced some of the most important work in post-war British sociology. This article argues that it is now time that every stage in the process of constructing a moral panic, as well as the social relations which support it, should be revised. It suggests that more attention should be paid to the consequences of the great expansion of the media and to the many more participants involved in public debate (including, for example, commercial promotions departments and pressure groups. Moral entrepreneurs are responsible for disseminating information to the public. Moral entrepreneurs are capable to create anxiety and fear only from the information they convey to the public (Flores-Yeffal & Elkins, 2020). In the era of internet technology development, social media is capable of building the stages of moral panic in society (Cohen, 2011b). The dispersion of panic can be seen from the way social media such as Instagram framed their information.

Framing is a selection process of what is considered important and not (Entman, 1993), where the selected narrative will certainly influence public perceptions and conclusions on an issue. Narrative framing in news coverage is divided into several types, which consist of responsibility to the public, conflict, economy, public

interest, morality issues (Semetko & Valkenburg, 2000) conflict, human interest, economic consequences, and morality. We content analyzed 2,601 newspaper stories and 1,522 television news stories in the period surrounding the Amsterdam meetings of European heads of state in 1997. Our results showed that, overall, the attribution of responsibility frame was most commonly used in the news, followed by the conflict, economic consequences, human interest, and morality frames, respectively. The use of news frames depended on both the type of outlet and the type of topic. Most significant differences were not between media (television vs. the press, and political leadership (Devore et al., 2021) media framing and moral panic theories, this paper examines media coverage on COVID-19 in three countries, China, South Korea and the United States. Data were obtained from six news outlets, Xinhua News, South China Morning Post, Chosun, Hankyoreh, CNN and Breitbart, two from each of the three countries. More than 1,000 COVID-19 related reports, spanning six days (the last day of January to June, 2020. In the context of health emergencies, news framing by media institutions usually emphasizes risks, problems that arise, and those who are responsible, which often creates panic among the public (Brown et al., 2019; Kilgo & Midberry, 2022).

Information that is disseminated by abiding by journalistic rules tends to be considered more reliable by the audience. One of the journalistic rules needed in information dissemination is having a news value. This is a criterion that must be met for information to be considered newsworthy and reliable. Galtung defines news values as a framework in journalism to explain gatekeeping practices of mainstream media (Hayford, 2015). There are several news values labeling through several approaches, some are through personal and other experiences when covering news, to ethnographic interviews, and observations (Harcup & O'Neill, 2017).

Blaming Attribution and Perception

Harold Kelley's attribution theory explains the cause and effect of why we and others behave in certain ways (Kelley, 1973). This theory also discusses self-perception. Perception is described as a human process of validating one's beliefs and judgments (Kelley, 1973). Therefore, human behavior will be seen from how one perceives a situation. In the case of paracetamol and kidney failure in children in Indonesia, audience perception becomes one of the important discussions, as it relates to how the audience reacts to news coverage via Instagram. Audience perception can situate blaming attribution. The decision to attribute blame is influenced by the level of the situation arising and from the individual (Ogletree et al., 2016). Blaming attribution is influenced by the similarities between the audience and the perpetrators in a "crime" (Nir & Sophie, 2018), represented by this study's health issue. Blaming will be seen in an event, where the more the audience perceives themselves to be the same as the victim, the less blaming will be directed toward the victim (S. T. Bell et al., 1994).

In the issue raised in this research blaming attribution is influenced by situational level. The decision to blame the situation is often seen in the use of sentences (Ogletree et al., 2016) in describing audience worry. The use of negative and blaming sentences is triggered by one's perceptions, aimed at the actor who is belief by the public comes with privileges and associations to certain parties within the issue or situation faced by the public (Ogletree et al., 2016).

In theory, related to blaming attribution, whether an action was intentional or not is an important point (Malle et al., 2014). Therefore, the perception that is formed is highly influenced by the choices that are owned by an individual. If an action is perceived as an accident, then blaming attribution will only be obligatory and carried out by the individual, where one's capacity is influenced by the background of their own (Malle et al., 2014). The choices generated by individual perceptions will affect blaming attribution, where the audience can blame the situation, and the responsible party harshly (Ogletree et al., 2016).

METHODS

This research uses the netnographic method to see the culture of social media users (Eriyanto, 2021). The culture referred to in this study is Instagram as a public space for sharing information. The approach is also used to see the satisfaction and need fulfillment of Instagram users in getting quality information. The stages

of research that will be carried out are as follows: investigation, interaction, immersion, and integration of data obtained (Eriyanto, 2021).

The research focused on examining the @kompascom account about paracetamol consumption and children's chronic kidney issue in Indonesia. From October to November 2022, the @kompascom Instagram account actively reported the progress of the issue. The research selected six of the account's posts. The selection focused on news reporting on the government's policy release following the related health issue and other progress such as distributing lists of prohibited paracetamol syrups to the public. While other posts that focus on investigations and the shutdown of drug factories regarding paracetamol and chronic kidney issues are omitted. This is due to the research scope of work that focuses on the health emergency itself rather than law and order cases surrounding the issue.

The investigation stage was carried out to obtain site data which are Instagram user comments. As many as 196 comments were obtained, and 162 comments were selected. Comment selection was made as not all comments were related to the research purposes. The interaction stage was conducted to understand the culture of visitors/users of the @kompascom Instagram account. In this stage, the writer applied emotional involvement to understand the emotions expressed by social media users. The immersion stage is carried out by making an immersion journal. The journal records digital data of the posts in the form of images, text, photos, audio, and so on. Lastly, the integration stage is done to analyze all obtained data and to find categorized themes from Instagram user comments on the @kompascom account.

RESULT AND DISCUSSION

There are several main themes obtained from the audience's comments. The largest number of comments was occupied by moral panic with 74 comments, followed by giving alternative education and information sharing with 22 comments each. The result shows news reporting via Instagram has a moral panic effect on its audience.

Tabel 1 Main theme in paracetamol syrup Instagram's news

Main Theme	Number of Comments
Moral panic	74
Alternative education	22
Information sharing	22
Misinformation minimizing	12
Sarcasm	9
Dark jokes	6
Praying	5
Finding information in comments	4
Experience sharing	2
Making thread hashtag	2
Supporting governments	1
Adding unverified information	1

Moral panic and Instagram News

Instagram is an effective form of social media for audiences to remember information as it is visually dominant compared to text-dominant social media platforms (Arceneaux & Dinu, 2018). Social media is an open and transparent channel, meaning its flow of information is often extreme and difficult to verify (Lewis & Molyneux, 2018). Well-known or professional media institutions are considered more credible in conveying information through their social media accounts such as Instagram, resulting in more trust by the audience compared to general news media accounts (Arceneaux & Dinu, 2018). Therefore, the information submitted by the @kompascom account is a product of Harian Kompas and is considered to have high credibility by its

audience. Kompas, as a media institution played a role and contribute to the construction and affirmation of social problems through their information dissemination (Walsh, 2020). However, Kompas's contribution through its Instagram account @kompascom raised another social problem, a moral panic. The result further shows that when a health-related crisis occurs, the news media always contributes to the production of panic to the public, though it is only limited to infectious diseases (Kilgo & Midberry, 2022). Nevertheless, the same result was obtained in this study. Panic is seen following the dissemination of information by Instagram news accounts regarding paracetamol consumption and children's chronic kidney issue. So, this shows that child victims as well as non-communicable diseases also play an important role in creating panic in the public sphere, especially among parents.

The moral panic that was created among the @kompascom audience showed the following sub-themes:

Table 2 Framework of Moral Panic Themes

Sub Theme of Moral Panics	Number of Comments
Blaming other cases such as India's children's chronic kidney cases, lifestyle, vaccination effect, and questioning government drug testing competency	31
Incomplete information consisting of drug brand, drug type, and the real number of victims	24
Main symptoms such as cough, flu, fever, diarrhea	8
Stating Anxiety	6
Issue novelty	4
Possible recovery	1

Blaming, information distortion, and moral panic

Blaming findings can be seen from comments that are pointing to another case as the cause of paracetamol consumption and children's chronic kidney issue to be raised in Indonesia. To understand further comments regarding blaming, the research focuses on the content of the news coverage on <https://www.instagram.com/p/Cjm0Pa9JTeG/>. The first paragraph of the coverage stated no definite information regarding the causes of children's chronic kidney. The statement "masih belum diketahui penyebabnya" (the cause is still unknown) resulted in several suspicions of other cases. User @ukienukleat shows concern by blaming a similar case in India "Ini semua gara2 India. N pemerintah tidak ketat (bpom)" (This is all because India. Government is not strict on drug and food control). The user @dimensimaterial blamed children's current lifestyle "Paling mungkin karena Jajan sebarangan" (maybe it is due to careless snacking).

There are "false claims" placed by actors (media) about certain groups (Cohen, 2011b). The media then led the public to view the group, in this case, the government, as a threat. In this research, incomplete information and semantic selection of journalists are considered "false claims" that encourage audiences to question the state, lifestyle, government, and vaccinations. The blaming attribution is not only directed at the government as the responsible party but is used by the public as a signal of inability to gain control over the situation at hand (Kilgo & Midberry, 2022). The inability to gain control showed the audience's tendency to shift the blame to the external locus of control (Nicomedes & Avila, 2020). The control in question is the helplessness of parents in choosing the safe paracetamol drug following the information of possible threat and contribution of ingredients used in the drug to children's chronic kidney.

The different focus of news coverage by each media broadens the area of blame and further seeks the responsible party of the issue raised (Kilgo & Midberry, 2022). Responsibility is the main concept of morality in social interaction within society (Skarlyska et al., 2021). The way critical information is conveyed by the

media, influences public perception, behavior, and response to the information (Kilgo & Midberry, 2022). The perception established by the audience is related to the attribution of the actor believed to be responsible for the issue. The actor imposed by the audience in this research is the government, through the state agency of food and drug control (BPOM) as well as the Health Ministry. Attribution sees the audience's interpretation of government behavior (Skarlyska et al., 2021). Negative attributions are often made by the public when discussing issued regarding responsibility (Skarlyska et al., 2021). Thus, this resulted in the blame attribution towards BPOM and Health Ministry for failing to maintain a haven for drug distribution of over-the-counter drugs.

Blame attributed to the government can be seen from the selection of the word made by the audience to express their disappointment. Blame attribution towards the government is massive due to the proximity the government has with the association or privileged background (Ogletree et al., 2016) concerning the drug distribution process. The government is believed to have competency in drug safety, and due to that perception, the government is seen to have the privilege over the haven of drug distribution for public consumption. The government's failure in creating a safety net led to panic. Thus, the audience started to question the government competency of the relevant institutions in conducting supervision and control of drug distribution. Questioning government competency made it to the third sub-theme of moral panic. Questioning the competence of related institutions can also be seen as an attempt to place blame attribution due to incompetencies. This result was made following news media framing of the responsible parties. This result is shown following critical comments questioning related institution's performance as showed by user @griyopepaes as follows:

Bpom kerja gak sih masa iya bisa kecolongan banyak kayak gini... mau berapa nyawa lagi melayang anak2 penerus bangsa ini, makin greget sm pemerintah yg di otak ny mungkin cuma duit duit duit. (Does BPOM work properly. How many children's lives must be sacrificed. The government made me angry only focus on money, money, money.) (@griyopepaes)

The same remark was made by @endangsiregar84, "Pada akhirnya yg kerja d BPOM menanggung dosa anak2 yg sakit dan meninggal akibat ini" (in the end, those who worked at BPOM will carry the children's sins. Those who died and sick due to this). Children's chronic kidney due to paracetamol syrup consumption is considered a case of health emergencies. Although unknowingly, the media creates panic with news framing that emphasizes risks, problems that arise, and those who are responsible (Brown et al., 2019; Kilgo & Midberry, 2022). In which this research the responsibility is placed on the government.

The utilization of social media as a message distribution channel can trigger moral panic, as media social is capable of communication distortion (Walsh, 2020). Communication distortion caused panic (Cohen, 2011a). Message distortion triggers communication process ineffectiveness. In this research, it is found that semantic issues and feedback absence from media to audience contributed to message distortion. The semantic issue is shown by words used in the sentences by @kompascom journalist, such as "Kasus ini lebih banyak menyerang balita yang notabene belum mendapatkan vaksinasi Covid-19" (the case mostly occurred in a toddler who incidentally has yet to receive the Covid-19 vaccination). This sentence raises unverifiable assumptions, resulting in panic.

In addition, the impact of perceptions on influencing panic is also seen in the discussion of critical topics. Seen several comments linking the incident between chronic kidney and vaccination. The perception made by the audience following @kompascom news post assumed that most victims were those who had yet to receive the Covid-19 vaccination. This could be interpreted by the audience that if their children had not received the Covid-19 vaccination they would be vulnerable to the risk of chronic kidney. This statement caused people to become restless and questioned if vaccination was one of the triggers for the chronic kidney. Some of these comments indicate message distortion due to panic as some audience questioned whether vaccination had contributed to cases of child chronic kidney in Indonesia. Some comments of message distortion can be seen in user @erna_louw who relates the statement to the children's mandatory vaccine and immunization may contribute to the health issue, "ada yg bilang setelah ikut imunisasi serentak BIAN terus anak gampang sakit, tp gak tau jg" (many says after getting mandatory vaccines their children are prone to sickness). Anxiety showed from

user @faridajojor, relating health issues becomes common following the pandemic of Covid 19, “koq alasan ke vaksin pulak, zaman sebelum covid gk ada berita2 seperti ini”. Other uses also relate mothers’ Covid-19 vaccine as a trigger on chronic kidney on their children as stated by @fikih_mdpl. While @ayurachanda, questioning whether post receiving Covid-19 vaccine will elevate the possibility of chronic kidney or not, “Hubungan vaksin sama ginjal itu gimana... Nanti hrs vaksin, penyakit ginjalnya hilang?”.



Figure 1 @kompascom news description

Incomplete information, assumption, and moral panic

The incomplete information in this study was analyzed on comments showing complaints about the lack of information. In the context of health emergencies, the audience will focus on risks, problems that arise, and those who are responsible (Kilgo & Midberry, 2022). Referring to this statement, the audience’s purpose in looking for information is to minimize risk; thus, many comments showed their expectation as to what drug brands are safe and brands are prohibited. In addition, the audience asked for real data on the number of victims of chronic kidney cases in children caused by paracetamol syrup consumption in Indonesia, following a statement written on the news coverage over the possibility of the consumption leading to the health issue.

Incomplete information certainly requires a complete explanation by the communicator. We often find the complete information in printed media rather than online (Burggraaff & Trilling, 2020). In the case of Instagram, the social media limited caption characters to a maximum of 2,200 characters or around 400 words. Thus, @kompascom relies solely on visual postings and caption. Even so, no news articles written by @kompascom exceeded 200 words. To provide wholesome information, @kompascom continues to update the information daily regarding the health issue. However, panic is still visible from audiences’ comments.



Figure 2 @kompascom Instagram news post

It is undeniable that today's media has evolved not only as a channel for distributing information but also for controlling what audiences see, to the formats and types of journalism they developed and shared (E. Bell & Owen, 2017). Limitations in captions resulting the journalists of @kompascom creatively sorting out newsworthy information to be distributed to their audience. The incomplete information, thus form audience assumptions and results in panic. User @richirizs showed his anxiety by demanding information type and brand of medicine that are prohibited and allowed "nah ini yg jadi bimbang kalo jenis setamol tablet seperti bolehin dan Inzana itu bagaimana,, @bpom_ri dan @kemenkes_ri , ini para bunda dan ayah seluruh nusantara jadi bimbang" (which medicine allowed, all parents in Indonesia now become uncertain).

The moral panic also results in the presence of assumptions and unverified additional information. This resulted in a flood of information within the news comment section of @kompascom Instagram account. Flood of information produces many unverified information and deepens assumption established by the audience, as seen by @rutini_tanu's comments, Kek nya dulu juga sempet pro dan kontra puyer krn ke steril an dan bekas2 campur obat2 gitu ya? Tp dokter langganan sih selali puyer klo obat bapil cuma panas tetep sirup" (Back then crushed medicine also causes concern, so cough and medicine always turn to syrup). The same can be seen in the following comments:

If the problem is syrup, why there isn't this kind of disease in the past? I have the first 2 children, from junior high school/toddlers, if they have a fever, they will be given syrup and thank God they are now healthy and safe, is the composition of the medicine now different? (@farzanamaulida)

The flooding of new information and assumptions contributes to audiences' moral panic, due to difficulty in sorting out valid information from hoaxes. Hoaxes or fake news often contribute to creating panic, especially regarding health information (Fitriarti, 2019). Thus, flooding of information from audiences due to incomplete information from @kompascom Instagram about health issues will certainly cause uncertainty and anxiety and lead to moral panic.

CONCLUSION

It is undeniable that technological developments, especially the internet, require mass media to make changes to their news distribution. Some of the changes are by following the lifestyle and habits of their audiences. Nowadays, people are more likely to seek information through social media such as Instagram. Thus, media institutions must adapt and use Instagram to spread the news to their audiences. However, this change is not without problems. Word or character restrictions on Instagram create new problems, such as moral panic, due to incomplete information. In this case, moral panic is triggered due to the audience's inability to take control over the issues raised in this research. This inability eventually gave rise to new assumptions about the information received and placed blaming attribution mainly on the government as the responsible party. Not only that, but the audiences also put blame attribution on other cases and government competencies in controlling and supervising the distribution of over-the-counter drugs. Based on those results, it can be concluded that the dissemination of information, especially related to health through Instagram, causes moral panic among the audience, resulting in blaming attribution and information distortion.

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