



Analysis of the Application of #Sambo Hashtags to Computer-Mediated Communication on Instagram

**Nabil Putra Irwansyah¹, Siska Armawati Sufa^{2*}, Ratna Puspita Sari³,
Garry Brumadyadisty⁴, Yenny⁵**

Dr. Soetomo University, Indonesia | siska.armawati@unitomo.ac.id¹

Dr. Soetomo University, Indonesia | siska.armawati@unitomo.ac.id²

AWS of Stikosa, Indonesia | ratnapuspita.s@stikosa-aws.ac.id³

Widya Mandala Catholic University, Indonesia | garrybrumadyadisty@gmail.com⁴

Dr. Soetomo University, Indonesia | siska.armawati@unitomo.ac.id⁵

Correspondence Author*

Received: 10-12-2023

Reviewed: 15-12-2023

Accepted: 29-12-2023

Abstract

This study delves into analyzing the utilization of the hashtag #SAMBO in computer-mediated communication on Instagram. In contemporary digital communication, hashtags are pivotal tools, shaping online discourse and facilitating content discovery. Focusing on the hashtag #SAMBO, this research investigates its prevalence, purpose, and impact within Instagram's Computer-Mediated Communication (CMC). Through a meticulous content analysis approach, this study explores the patterns, trends, and underlying themes associated with using #SAMBO across various Instagram posts. The research meticulously examines the contextual nuances in which #SAMBO is employed, shedding light on its diverse roles in shaping conversations, user engagement, and community building. Furthermore, this study explores the hashtag's relevance in specific social, cultural, or political contexts, unveiling its potential to influence public opinion and societal attitudes. By scrutinizing the content and user interactions associated with #SAMBO, this research provides valuable insights into the dynamics of contemporary digital communication. The findings of this study offer a comprehensive understanding of the hashtag's multifaceted functions within Instagram's CMC framework. This research contributes to the broader discourse on social media communication by unraveling the complexities of hashtag usage and bridging the gap between digital rhetoric and user behavior. Ultimately, this analysis enhances our comprehension of the evolving digital language, shedding light on how hashtags shape online narratives, foster community identity, and influence public discourse on social media platforms.

Keywords: content analysis, computer-mediated communication, digital communication dynamics, hashtag #sambo, social media discourse

Introduction

The advancement of technology has made it possible for people to interact virtually or digitally. Everyone can communicate without physically meeting through computer-mediated digital interaction, also referred to as computer-mediated communication (CMC) (Arnus, 2015). Create social networks and communities by bringing together individuals who share a common interest in a given subject or theme. Various of the purposes of CMC are to identify messages and topics in online communication; make it easier for users to locate pertinent information; increase visibility of a message or topic by enabling users to find it through the search of related hashtags; build communities and social networks by bringing together individuals who share a common interest in a given topic or theme; and organise and group content based on specific topics or themes (Mulyadi, 2018).

People may find it easier to communicate as a result, for instance, via email. Not everyone needs to visit the post office to send a letter; everyone can communicate and send information. CMC uses smartphones in addition to computers (PCs) (Pratiwi, 2014). Smartphone applications, particularly social media, make it possible for interactions to happen at any time or place.

Social media use is still the most popular trend, particularly in Indonesia. The Indonesian Internet Service Users Association (APJII) conducted a survey from January 11 to February 24, 2022, with 7,568 respondents from different parts of the country, providing evidence of this. 98.02% of people use the internet to access social media, according to data (Firmansyah, 2022). After WhatsApp, Instagram is the second most popular social media platform (Goodstats, 2022). It is one of the most popular social media platforms. There are some differences between the two social media platforms: Instagram lets users share their moments through photos and videos, while WhatsApp is primarily used for calls and short messages (SMS).

Instagram is currently used for news dissemination initiatives in addition to being a platform for sharing personal images and videos. Information is widely disseminated on social media due to the focus of many accounts on disseminating news from both official and public sources. Using the hashtag (#) helps to filter out the variety of information (Mustofa, 2019). Social media hashtags (#) are helpful for organising content into groups that facilitate easy searching. Hashtags (#) are typically used by content creators to quickly share their information with the public.

There are two hashtags on social media during the 2019 political year, which is the election of the President of the Republic of Indonesia: #2019GantiPresiden and #jokowi2periode. While #jokowi2periode asserts that Joko Widodo deserves to be the next president, the hashtag #2019GantiPresiden identifies content that harms Widodo's reputation as Indonesia's president (Cahyono, 2021a). Influencer and journalist Najwa Shihab started the #dirumahaja hashtag at the start of the Covid-19 pandemic, which led to its use by the public and even the government for the purpose of spreading information (Nadia & Irwansyah, 2021). The hashtag is used to identify content that informs people about public campaigns or efforts to engage in at-home activities that stop the virus from spreading. Based on these two case

Analysis of the Application of #Sambo Hashtags to Computer-Mediated Instagram Communication

studies, it can be concluded that social media hashtags (#) serve a community communication purpose, particularly in relation to emerging issues.

The case of Ferdi Sambo, the former head of the National Police's Professional and Security Division (Kadiv Propam), is one of the topics being discussed. His case involved killing Brigadier Joshua (J), his assistant, on July 8, 2022 (Adhi, 2022). It is known that Brigadier J was assassinated at Ferdi Sambo's home by Bharada E, who carried out Ferdi Sambo's orders to kill (CNN Indonesia, 2022). On Monday, July 11, 2022, Ramadhan told reporters at the Police Public Relations Division Building that the incident started when Brigadier J entered the Head of Propam's private room, where the Head of Propam's wife was sleeping at the time. Brigadier J bolted from the room, frantic. Bharada E hurried to check as she was on the second floor at the moment. Following the stairs, he discovered Brigadier J emerging from Ferdy Sambo's quarters. When Bharada E questioned Brigadier J about the issue, she was met with gunfire. The gunfire resulted in a shootout where Brigadier J was killed (Muhid, 2023).

At that moment, Bharada E was upstairs, listening to the mother's cries approaching Brigadier J from the top of the stairs, which is roughly ten metres away. Brigadier J fired shots in response to a question about what was wrong, Ramadan said. Ramadhan made it clear that Kadiv Propam wasn't home when the incident occurred. After a while, Ferdy Sambo's wife called Kadiv Propam, who got in touch with the Jaksel Police Chief to handle the crime scene investigation. Seven projectiles were fired by Brigadier J and five by Bharada E during the processing of the crime scene and the examination of witnesses and evidence there. The family of Brigadier J claims that the deceased had several incision wounds on his body that appeared to have been caused by sharp objects. Furthermore, there were multiple gunshot wounds. That includes the hands, chest, and neck. Sharp weapon wounds to the eyes, nose, mouth, and feet were also reported, along with the amputation of two of Brigadier J's knuckles. According to the police, a projectile caused the cut wound (Muhid, 2023).

The public also questioned why Brigadier J's death wasn't announced sooner—three days later. Ahmad Ramadhan gave an explanation for the police's decision to withhold information about the shootout between Brigadier J and Bharada E from the public until Monday, July 11, 2022, even though it occurred on Friday, July 8, 2022. According to Ramadan, the momentum of Eid al-Adha coincided with the following day.

The abuse that Brigadier J had inflicted on Ferdi Sambo's wife served as the impetus for his murder. However, according to other sources, Ferdi Sambo engineered the case (Ronaldo, 2022). Regardless of numerous irregularities, people are still talking about this case, especially on social media platforms like Instagram.

There have been 1.2 million posts on Instagram featuring the Ferdi Sambo case, with the hashtag #Sambo. Information regarding the Ferdi Sambo case was disseminated not only by the official press but also by user-generated accounts, as Figure 1.1 illustrates. The hashtag (#) has a wide range of applications, even though it pertains to Ferdi Sambo's case. The hashtag #Sambo is used in some Instagram content, but unlike Figure 1.2, the content does not discuss

the Ferdi Sambo case. Conversely, Figure 1.3 makes use of #Sambo hashtags in accordance with the situation.



Figure 1.1. Total of content uploads about the Ferdi Sambo case based on hashtags (#) (left), content from community accounts (center), and content from the official press (right)

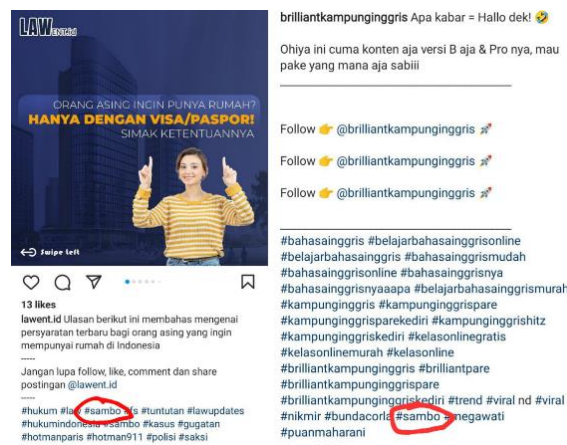


Figure 1.1. Two pieces of content on Instagram that do not talk about the Ferdi Sambo case, but use the hashtag #Sambo



Figure 1.3. One of the contents that uses #Sambo hashtag according to context is talking about the Ferdi Sambo case

Analysis of the Application of #Samboo Hashtags to Computer-Mediated Instagram Communication

The three images demonstrate that the Ferdi Sambo case is trending on Instagram, as evidenced by the numerous instances of the hashtag #Sambo in a variety of posts. Using #Sambo hashtags ensures that the information shared about the case is accurate and serves as a resource for those interested in learning more. However, it is indisputable that some people are using the #Sambo hashtag in inappropriate ways. This demonstrates that the purposes of #Sambo hashtags as a type of CMC vary, which is why more research can be done.

The challenge of this study is to examine how Sambo case trends are influenced by #Sambo hashtags on Instagram and how these hashtags work in CMC via Instagram.

This study primarily looks at #Sambo hashtags from the perspective of CMC analysis and the evolution of the Ferdi Sambo case trend, which has generated public discussion on Instagram up to this point.

Research Method

The function of #sambo hashtags as a communication tool between content creators and recipients is examined in this study.

The information gathered is expressed through words or images rather than numerical data (Moleong, 2010). Using hashtag theory (#) as a CMC tool, content regarding the Ferdi Sambo case was gathered and described from Instagram social media using analysis based on #Sambo hashtags.

This study's documentation aims to examine digital information on Instagram, a social media platform where pictures with descriptions make up the majority of content. The method of analysis involves looking at the terms used in Instagram content that contain the hashtag #Sambo. Eventually, the theory of the role of hashtags (#) in communication will be applied to the variety of content surrounding the Ferdi Sambo case.

Analysing data with social network analysis (SNA) methods entails examining the social connections among nodes. Nodes are defined as network actors, or media users (Hadiana & Witanti, 2017). Accordingly, SNA can also be used to examine social media interaction activities (Azmi et al., 2021). The #Sambo hashtags on Instagram were analysed for this study in order to later identify links between audience interactions and content regarding the Ferdi Sambo case.

Literature Review

Computer-Mediated Communication (CMC)

Communication between people via two or more electronic devices, like computers, is known as computer-mediated communication, or CMC. Through a range of media, such as the Internet and messaging apps, it engages people in particular contexts. In addition to examining how media exchange affects interpersonal and social communication, CMC also looks at how media exchange can influence human behaviour. The term "new media" refers to a wide range of computing devices, including PDAs, smartphones, tablets, and other gadgets, that are used

in conjunction with personal computers (PCs) and laptops in the context of IT CMC (Hadjah, 2015).

Certain peculiarities of CMC like the absence of nonverbal clues and visual anonymization, can have an impact on how messages are sent and received. The various CMC forms consist of (Noviansari, 2018):

1. Email is a type of written correspondence that is sent via the internet.
2. Instant messaging: a real-time communication method where users can speak with each other directly via instant messaging software.
3. Online chat rooms: These facilitate communication between users and those who share similar interests.
4. Social media is an online community where people can communicate and share content.
5. Virtual worlds are online settings where users can communicate with each other in custom-built virtual worlds.

The Operation of Computer-Mediated Communication (CMC)

The process of human communication using two or more computers in a specific context is known as computer-mediated communication, or CMC. The methods used by CMC includes (Yasmin, 2021):

1. User creates message, which refers to the creation of a text, picture, or video message that the user wishes to send via CMC.
2. Messages sent via media, i.e., People send messages to recipients via communication media, like chat rooms, email, or instant messaging apps.
3. The recipient receives the message through the same medium and interprets it as needed, for example, by reading a text message, viewing an image, or watching a video. This is known as recipient-processed communication.
4. The process of reply and reverse, which refers to the process where a message is sent back via the communication medium after it has been received and replied from the recipient.

Benefits of computer-mediated communication (CMC) include the capacity for efficient and rapid communication, support for remote collaboration, and ability to participate in international discussions. Additionally, CMC can improve opportunities for in-person communication while enabling faster online print management (Widiasari, 2016). Computer-Mediated Communication also has additional advantages (Hadjah, 2015):

1. Computer-Mediated Communication (CMC), someone is able to connect with more people at more times and locations, both virtually and in the physical world.
2. Promote project collaboration. In particular, CMC promotes efficient teamwork and communication between members who are spread out across the office and the globe.

Analysis of the Application of #Samboo Hashtags to Computer-Mediated Instagram Communication

3. Enhancing corporate effectiveness, in particular CMC, enables companies to streamline operations and boost worker output by encouraging cooperation and communication.
4. Assist in providing customer service and support, especially with regard to CMC, which makes it easier for customers and service providers to communicate clearly and directly, facilitating the provision of support and services.
5. People are able to enhance their communication abilities in both personal and professional contexts by using CMC to improve their communication skills.

Instagram

Instagram is a mobile application that allows users to attach photos and videos to their posts. On a post, other users have the ability to like, comment, and engage with one another. One of the social media networks with the fastest growth is Instagram (Anisah et al., 2021). Instagram is also known as a social networking service that allows its users to share photos and videos. Here are some of the features on Instagram (Antasari & Pratiwi, 2022):

1. Feed: The page where users are able to see the images and videos they upload.
2. Stories: This feature lets users post movies and images that expire in a day.
3. Live Instagram: With this feature, users can broadcast live just like on TV.
4. IGTV: An app that lets users watch videos they've previously uploaded, similar to YouTube.
5. Add yours: An option for users to showcase their goods or services on their profile page.
6. Users can utilise the "Pin" feature to keep older content prominently displayed on their pages.
7. Post settings: An option in the Instagram app that lets users plan their posts.

Algorithms in Instagram

The algorithm used by Instagram determines what content appears in users' feeds by evaluating a number of different factors. The Instagram algorithm functions as follows (Paramitha, 2023):

1. Instagram's algorithm looks at every piece of content that is uploaded to the network and evaluates a number of metrics, including relationships, usage, frequency of users, following tracking, and relevance over time.
2. Instagram's algorithm favours posts from people who are closest to you, such as friends, family, or other household members, so give their content top priority.
3. Relationships can be formed by searching, DMing someone, or liking content.
4. Timelessness: Because Instagram is able to gauge the value of time, a post that is interesting and relevant after days, years, or even decades may continue to show up in the feed.

Users and marketers can modify their posting tactics to increase engagement and favourable impressions by being aware of how Instagram's algorithm operates.

Hashtag (#)

Hashtag is a hash mark that functions as a meta tag on the Internet that gathers information about any post or content. Data on the Internet can be readily "stored" by using hashtags, which makes it simpler for users to search for the information they're looking for when browsing the web. Users can group their posts together with related posts using hashtags, which facilitates content discovery and interaction (Mustofa, 2019).

Hashtags on Instagram could enhance posting abilities, boost impressions and interaction, and optimise algorithms. Users can reach a larger audience and improve the visibility of their posts by using relevant or popular hashtags. Instagram hashtags offer a number of advantages, including (Daya, 2021):

1. Enhanced visibility: Hashtags can aid in making uploaded videos more visible so that additional users can discover the information.
2. Advertising tactic that works: Using hashtags appropriately can help posts reach a larger audience, which makes them a useful advertising tactic.
3. Brand recognition: Using hashtags to help users recognise content related to a brand is another way to use them for brand recognition.

Users can grow their audience, improve brand recognition, and make their content more visible on Instagram by strategically using hashtags. Several instances of hashtags that can be used on Instagram are listed below (Ismi, 2022):

1. General Hashtag: General hashtags are widely used by users to categorise content according to subjects, subjects, or general awareness.
2. Branded Hashtag: A hashtag made specifically for a brand to access content about that brand is called a "branded hashtag." Users may, nevertheless, also utilise a hashtag that shares the same name as the brand or item.
3. Niche Hashtag: Focused on audiences with comparable interests, niche hashtags are more specialised hashtags. Reaching audiences that are more interested in a specific subject can be facilitated by this.
4. Community-related Hashtags: also known as community hashtags, are hashtags that classify users according to the groups or communities they belong to. In addition to improving account exposure, this may help boost engagement.
5. Location Based Hashtag: Hashtags used to group content according to its location or the location connected to it are called location hashtags, or location-based hashtags. Depending on where you are, this can help find more relevant content.
6. Event Based Hashtag: also known as an event-based hashtag, is a hashtag that is used to group content according to occasions, events, or related events. This can improve the visibility of event-related content and help reach audiences interested in the event.
7. Popular Hashtags: hashtags that are widely used by users to make their posts more visible. To reach more people and boost impressions and engagement, users can use trending hashtags.

Analysis of the Application of #Samboo Hashtags to Computer-Mediated Instagram Communication

Users can customise hashtag strategies to best meet their needs and objectives by learning about the different kinds of hashtags that Instagram users can use.

Results

The study is focus on Instagram content that makes use of the #Sambo hashtag.

Sambo case trends are analyzed from the hashtag #Sambo

The total amount of Instagram posts using the hashtag #Sambo has grown from 1.2 million to 1.3 million, according to data collection. This content about the Ferdi Sambo case analysis comes from an Instagram hashtag search using the #Sambo.



Figure 3.1. Verdict against Ferdi Sambo and his men

The verdict given to Ferdy Sambo, Richard Eliezer, and Ricky Rizal the people responsible for Brigadier J's murder—is described in the Instagram content shown in Figure 3.1. Considering information from a variety of sources as well, the Ferdy Sambo case that is closest to us concerns the decision against the killer of Brigadier J. The following comparable content is then displayed in Figure 3.2:



Figure 3.2. Detention of Ferdi Sambo

It was noted that the content was released by the official news portal, G-TV (@gtvindonesia_news), and discussed Ferdi Sambo's 30-day detention period. The content

pertaining to the Supreme Court's ruling on the conviction of Richard Eliezer, also known as Bharada E in Figure 3.3, is the next to be discussed.

The image depicts Bharada E receiving a 12-year prison sentence and details his family's situation. Not the official news page, but rather the public media specifically, @beritaaktual_id is the source of the content. Moreover, the account holder reposts content from the @lambeturah_official account rather than producing original material.



Figure 3.3. The verdict against one of Ferdi Sambo's men, Richard Eliezer

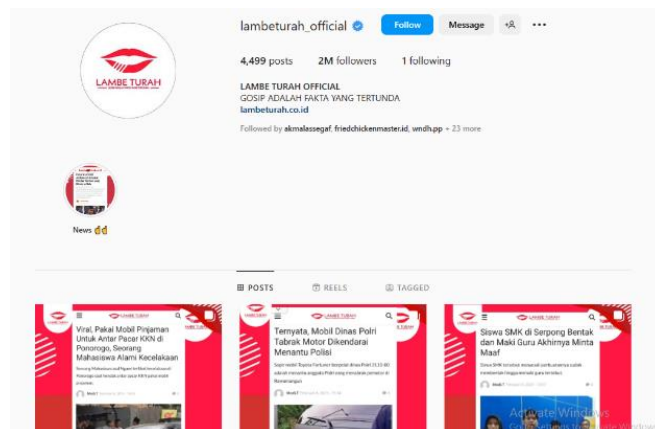


Figure 3.4. Lambe Turah Instagram account (@lambeturah_official)

Lambe Turah, a news portal that reports from the @lambeturah_official Instagram account, offers a variety of information for both non-entertainment and entertainment purposes. The original purpose of Lambe Turah was to disseminate celebrity-related information (Putri, 2018). Social media user @lambeturah_official now packages messages about current cases, such as Ferdi Sambo's case, in addition to posting news articles about celebrities. The truth on social media is that cloned accounts, or similar accounts with similar account names, have emerged, such as @lambeturah_office. This is because the main account @lambeturah_official frequently vanishes for a variety of reasons. Additionally, according to Figure 3.5, the account uploaded content related to the Ferdi Sambo case:

Analysis of the Application of #Samboo Hashtags to Computer-Mediated Instagram Communication



Figure 3.5. Content about Princess Chandrawati on @lambeturah_office account

The image shows details about Ferdi Sambo's wife Princess Chandrawati, who was also connected to the Brigadier J murder case. Brigadier J is said to have harassed Princess Chandrawati to the point where it was necessary for him to pass away.

Furthermore, other accounts that upload content unrelated to the Ferdi Sambo case also use the hashtag #Sambo. The Instagram content shown in Figures 3.6, 3.7, and 3.8 is as follows.



Figure 3.6. Content about Ganjar Pranowo



Figure 3.7. Content about President Joko Widodo giving appreciation to Nahdhatul Ulama

The three images demonstrate the usage of the hashtag #Sambo in a variety of content types. Figures 3.6 and 3.7 contain comparable information about two politicians: President Joko Widodo and Ganjar Pranowo.



Figure 3.8. Martial arts video by @_krisnaefendi

Figure 3.6 illustrates how Ganjar Pranowo, the governor of Central Java, has progressed one of the villages Karangrejo Village in the content uploaded by the @maidennata account.

Next, as can be seen in Figure 3.7 of the content uploaded by @kosakatanusantara, President Joko Widodo expressed gratitude to Nahdhatul Ulama, the Islamic organisation in Indonesia, for helping to preserve the unity of the nation.

Figure 3.8 shows news content featuring boxing videos that was uploaded by @_krisnaefendi and uses the hashtag #Sambo. When tracked down, Sambo alludes to Russian martial arts as well as names of individuals. According to information from the Independent news page, "sambo" is Indonesian for "self-defense without weapons" or "self-defense without weapons." Although there are some differences in movements, martial arts are comparable to Japanese karate (Afp, 2010).

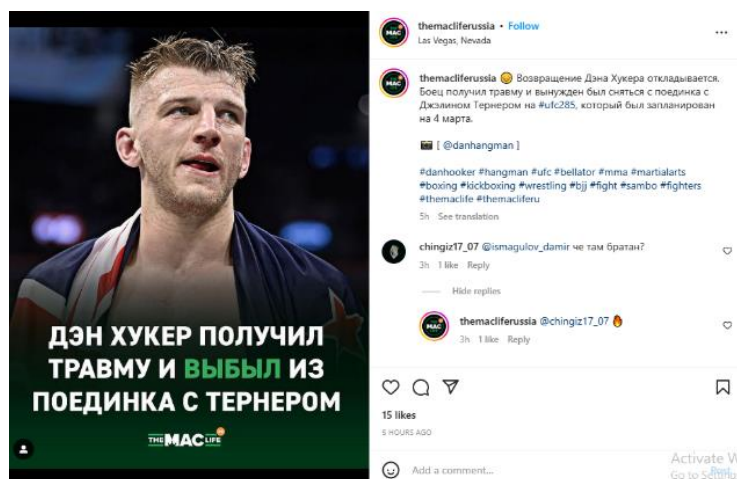


Figure 3.9. Martial arts event content by @themacliferussia

Analysis of the Application of #Samboo Hashtags to Computer-Mediated Instagram Communication

Additionally, the content is comparable to the hashtag #Sambo displayed in Figure 3.9, which is as follows:

The fact that there is news about martial arts bouts on the @themacliferussia account suggests that the hashtag #Sambo is not limited to the Ferdi Sambo case.

Sambo is a martial art with multiple forms that has its origins in Russia. It covers a broader context of martial arts in addition to being connected to the Ferdi Sambo case. Early in the 20th century, two Russian soldiers with training in judo, wrestling, and traditional martial arts Vasili Oshchepkov and Viktor Spiridonov developed Sambo, which stands for SAMozashchita Bez Oruzhiya, or "self-defense without weapons" in Russian.

Sport Sambo, Combat Sambo, and Freestyle Sambo are among the various forms of Sambo, and each has its own set of guidelines and methods. Combining elements of boxing, judo, jujitsu, wrestling, and other fighting styles, sambo is a unique martial art.

Hashtag functions #Sambo in CMC

Hashtags are very useful for CMC on social media because they make content widely shared and publicly accessible. Various of the purposes of hashtags in CMC are as follows:

1. Content classification and organisation: Hashtags are used to classify and arrange social media content so that users can quickly locate and focus on pertinent subjects.
2. Boost message visibility and reach: People frequently include hashtags in their posts to make their messages more visible and accessible, which encourages more people to view and interact with the content.
3. Creating social networks: Hashtags are also used to foster greater user interaction and the growth of social networks. Users can connect with other people interested in the same topic by using the same hashtag.
4. Encourage user behaviour and sentiment: By extending an invitation for support, establishing trends, or disseminating information about important subjects, hashtags can be used to promote user behaviour and sentiment.
5. Support for marketing and research: Hashtags are used by companies and organisations on social media to help with marketing and research. For instance, hashtags are used by researchers to analyse social media campaigns and communication networks (Cahyono, 2021b).

All things considered, hashtags within CMC on social media are important for streamlining communication, fostering more interaction, and helping users discover pertinent content. Users can increase the visibility of their content and make it easier for people who are interested in the same subject to find them by including hashtags in their posts. Hashtags can also be used to grow social networks and improve communication amongst users of social media (Yasmin, 2021).

The #Sambo hashtag, which is used in a variety of social media posts, particularly on Instagram, can be related to the shooting of Brigadier J by Ferdi Sambo and his men. As a

result, the #Sambo hashtag serves as a tool for marking content so that viewers can find it more quickly. The hashtag is biased, though, because the word "Sambo" has multiple meanings besides names, like "martial arts." As a result, when you type the hashtag #Sambo into the Instagram search bar, results about martial arts matches frequently appear.

In addition, the hashtag is frequently misused, which means that a lot of Instagram content that mentions it has nothing to do with Ferdi Sambo's case or martial arts in general. Because the #Sambo hashtag is associated with the Ferdi Sambo case, which is currently making waves in Indonesia, it can be said to explode any information. Subsequently, the Ferdi Sambo case content posted by different Instagram accounts may elicit the kinds of reactions depicted in Figure 3.10.



Figure 3.10. Audience reaction to one of the contents regarding the Ferdi Sambo case

The audience has reacted to the image in a variety of ways, indicating that they are interacting with the content creator. Examples are the accounts @he.ru6014 and @guntur_van_Marleys, which state respectively that "it's been half a year ttp just not jailed" and "when is it finished". The continuation of the unresolved Ferdi Sambo case is questioned in both accounts. Next, there is an additional response on the unggan in the @lambeturah_office account, specifically the following content regarding Princess Chandrawati.

Analysis of the Application of #Samboo Hashtags to Computer-Mediated Instagram Communication



Figure 3.11 Other comments on posts about Princess Chandrawati

The comments made by @riezmaaa13, whose account is shown in Figure 3.11, are as follows: *"We don't believe that the mother body and face of a Yuni Shara artist is rich. This TPI, Forget it, if you continue it will become body shaming."* This suggests that the account made a remark about Princess Chandrawati's physical appearance, stating that it is unusual for her to be abused. Thus, it can be stated that users are free to express themselves through comments or messages.

Discussion

The screenshot displayed demonstrates how the CMC function varies on Instagram social media hashtags that contain #Sambo. The hashtag (#) can be used to identify a topic and collect information in content about the Ferdi Sambo case (Cahyono, 2021a). The hashtag #Sambo will be used to gather information regarding Ferdi Sambo's case. But the hashtag isn't just used to group together information about Ferdi Sambo; it's also used to group together information about martial arts Sambo.

Using the hashtag #Sambo to identify content about the Ferdi Sambo case, it is evident that public accounts, in addition to official press, are what generate news. This fits in well with one of the features of social media, which allows anyone to participate in the content spreading process (Kemendag RI, 2014). This is due to the fact that social media is accessible to all users and does not have gatekeepers for content uploading. As a result, news reports and details regarding the Ferdi Sambo case can be freely posted on social media, even if they do not originate from an official press agency.

Additionally, Cahyono (2021) conveys that the audience's response to the Ferdi Sambo content is a reaction, indicating that the purpose of hashtags in CMC is to elicit reactions. The content may become viral due to the range of responses, which could result in movement (Nadia & Irwansyah, 2021). Furthermore, it is evident that, generally speaking, responses to

the information about the Ferdi Sambo case are comparable. This speaks to the user homogeneity that is a feature of CMC itself (Tjokro, 2016). This is evident from the public comments, which are in opposition to Ferdi Sambo and his men.

Regarding #Sambo hashtags that are not used properly, this is also in line with what was conveyed by Cahyono (2021), namely the irony function of the hashtag (#). When information is uploaded using hashtags (#), even if it doesn't fit the hashtag's context, it is anticipated to be widely shared.

Content using hashtags #Sambo, content about Ferdi Sambo, and content about martial arts Sambo are all created independently by relying on different news sources. This suggests that user-generated content is one of the features of social media (Zidan, 2020). because social media is freely accessible to everyone, anyone can create their own content and act in it.

Conclusion

Based on the results, there are a variety of reasons why content creators and uploaders use hashtags (#) on social media, particularly Instagram. In July 2022, the Ferdi Sambo case became well-known thanks to the hashtag #Sambo. The use of the #Sambo hashtag can also facilitate audiences' search for information about Russian sambo martial arts, as the two terms are related. When #Sambo hashtags are entered in Instagram searches, the results often show bias because a significant portion of the hashtags' usage is not appropriate.

The audience has responded to the Ferdi Sambo case in a variety of ways, the majority of them are negative. Thus, this may point to a public movement supporting Brigadier J and the families of the victims while also following Ferdi Sambo's case.

In the end, this research will help with future studies on CMC patterns or cultures that exist in society, particularly in relation to the usage of hashtags (#) on social media.

Suggestions for Further Research

To conduct more focused the research, try searching for hashtags (#), like #FerdSambo. In order to help viewers find more accurate and relevant information, audiences who upload their content can use more specific hashtags like #FerdSambo or #SamboMartialArts. Additional precise and targeted content or uploads may result from this research. This research may encourage Instagram users to choose or upload content more carefully when using hashtags.

References

- Adhi, A. (2022). Awal Mula Kasus Ferdy Sambo Cs, Kasus Rekayasa Pembunuhan Brigadir Yosua. In *SURYA.co.id*.
- Afp. (2010). Once-secret KGB martial art fights for global recognition. In *INDEPENDENT*.
- Anisah, N., Sartika, M., & Kurniawan, H. (2021). Penggunaan Media Sosial Instagram dalam Meningkatkan Literasi Kesehatan Pada Mahasiswa. *Jurnal Peurawi: Media Kajian Komunikasi Islam*, 4(2), 94. <https://doi.org/10.22373/jp.v4i2.11080>

Analysis of the Application of #Samboo Hashtags to Computer-Mediated Instagram Communication

- Antasari, C., & Pratiwi, R. D. (2022). Pemanfaatan Fitur Instagram Sebagai Sarana Komunikasi Pemasaran Kedai Babakkeroyokan Di Kota Palu. *Kinesik*, 9(2), 176–182. <https://doi.org/10.22487/ejk.v9i2.327>
- Azmi, N. A., Fathani, A. T., Sadayi, D. P., Fitriani, I., & Adiyaksa, M. R. (2021). Social Media Network Analysis (SNA): Identifikasi Komunikasi dan Penyebaran Informasi Melalui Media Sosial Twitter. *Jurnal Media Informatika Budidarma*, 5(4), 1422. <https://doi.org/10.30865/mib.v5i4.3257>
- Cahyono, M. R. (2021a). Fungsi komunikasi dan motivasi pengguna tanda tagar (#) di media sosial Indonesia. *Islamic Communication Journal*, 6(2), 191–210. <https://doi.org/10.21580/icj.2021.6.2.7998>
- Cahyono, M. R. (2021b). Fungsi motivasi. *Islamic Communication Journal*, 6(2), 191–210.
- CNN Indonesia. (2022). Jalan Panjang Kasus Ferdy Sambo dan Misteri Motif Pelecehan Seksual. In *CNN Indonesia*.
- Daya. (2021). *Inilah Fungsi Hashtag Instagram yang Harus Kamu Tahu*.
- Firmansyah, L. M. (2022). *Berapa Pengguna Internet Indonesia per 2022? Berikut Datanya: Tingkat penetrasi internet mencapai 77,02 persen*. Fortune Indonesia.
- Goodstats. (2022). *Daftar Media Sosial yang Paling Banyak Digunakan di Indonesia 2022*. Goodstats.
- Hadiana, A. I., & Witanti, W. (2017). Analisis Jejaring Sosial Menggunakan Social Network Analysis untuk Membantu Social CRM bagi UMKM di Cimahi (Social Network Analysis Using Social Network Analysis to Help Social CRM for MSMEs in Cimahi). *Saintiks FTIK UNIKOM*, VI.29-VI.36.
- Hadjah, A. (2015). Computer Mediated Communication (CMC), Pola Baru Berkomunikasi. *Al-Munzir*, 8(2), 275–289.
- Ismi, A. (2022). *Jenis-jenis Hashtag Instagram dan Cara Penggunaannya*.
- Kemendag RI. (2014). *Panduan Optimalisasi Media Sosial Untuk Kemantrian Perdagangan RI*. Kementerian Perdagangan RI.
- Moleong, L. J. (2010). *Metodologi Penelitian Kualitatif*. Remaja Rosdakarya.
- Muhid, K. H. (2023). Genap Setahun Pembunuhan Brigadir J, Simak Awal Mula Kasus Terungkap. In *Tempo.co*.
- Mulyadi, U. (2018). Tanda Pagar (#) Sebagai Identitas Pesan Pada Komunitas Virtual. *Jurnal The Message*, 10, 44–48.
- Mustofa. (2019). Peran Hashtag (#) Dalam Media Sosial Sebagai Upaya Branding Pustakawan. *Libraria*, 7(1), 19–38.
- Nadia, R., & Irwansyah. (2021). Aktivis Media Sosial Sebagai Penggagas Tagar : Najwa Shihab Galakkan Social Distancing Lewat #dirumahaja. *Journal Komunikasi*, 12(1), 1–10.
- Noviansari. (2018). *Komunikasi-Konsumen-Lazada-Melalui-Elektronik-Word-of-Mouth-(E-Wom)*. *Cmc*, 9–26.

- Paramitha, S. (2023). *Mengenal Cara Kerja Algoritma Instagram Terbaru*.
- Pratiwi, F. D. (2014). (CMC) dalam Perspektif Komunikasi Lintas Budaya (Tinjauan pada Forum Diskusi Soompi Empress Ki TaNyang Shipper). *Jurnal Komunikasi Profetik*, 7(1), 29–44.
- Ronaldo, M. (2022). *Terungkap! Begini Awal Mula Ferdy Sambo Sebar Rekayasa Kasus Pembunuhan Brigadir J*. Sindonews.
- Tjokro, L. K. (2016). Peran Media Sosial dalam Membentuk dan Menggerakkan Gerakan Sosial: Studi Kasus pada Akun @ketimbang.ngemis.soloo di Instagram dalam Membentuk dan Menggerakkan Gerakan Sosial Anti Mengemis di Solo. *Skripsi*.
- Widiasari, N. (2016). Facebook Sebagai Komunikasi yang Dimediasi Komputer. *Jurnal InterAct*, 5(2), 63–82.
- Yasmin, R. A. (2021). Apa itu Computer Mediated Communication? In *Binusian Communication*.
- Zidan, M. A. (2020). Pengaruh Media Sosial. Instagram Terhadap Loyalitas Nasabah Pada PT BNI Persero Cabang Dempo Palembang. *Skripsi*.