



# Audience Reception: Prevention of Online Gambling Site Advertisements Within The Scope of Instagram

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## abstract

The issue of online gambling advertisements proliferating on Instagram's platform is of significant concern and demands immediate attention. To curb this trend, Instagram must strengthen its measures against users who propagate these advertisements to discourage others from following suit and prevent them from appearing on the platform's timeline. Such deterrent measures must be implemented without delay to ensure Instagram's platform's continued integrity and safeguard its users from exposure to unwanted content. The present study employs qualitative reception analysis, and the findings underscore the need for Instagram to implement stringent measures to prevent the proliferation of online gambling advertisements on its platform. The imperative to preserve the intended purpose of social media and ensure a positive user experience necessitates that Instagram improves its reporting feature to regulate such ads more effectively. Taking a proactive approach will bolster the platform's efforts to promote social media's health and safeguard the interests of its users. By adopting a proactive approach, the researcher can implement various strategies and policies that will help enhance the platform's overall user experience. This may include improving content moderation, preventing the spread of misinformation and harmful content, and addressing technical issues. This approach will enable us to prioritize the safety and well-being of social media users by implementing more robust privacy and security measures and providing more comprehensive support for those experiencing online harassment or other forms of abuse. Through these efforts, we can build a more robust, more resilient platform that is better equipped to meet the evolving needs of its users.

## abstract

Masalah proliferasi iklan perjudian online di platform Instagram menjadi perhatian serius dan memerlukan perhatian segera. Untuk mengatasi tren ini, sangat penting bagi Instagram untuk memperkuat tindakan terhadap pengguna yang menyebarkan iklan tersebut, guna mencegah orang lain mengikuti jejak mereka dan mencegah munculnya iklan tersebut di timeline platform. Langkah-langkah pencegahan semacam ini harus diterapkan tanpa penundaan untuk memastikan integritas platform Instagram tetap terjaga dan melindungi pengguna dari paparan konten yang tidak diinginkan. Penelitian ini menggunakan analisis resepsi kualitatif, dan temuan-temuannya menekankan perlunya Instagram menerapkan langkah-langkah ketat untuk mencegah proliferasi iklan perjudian online di platformnya. Keinginan untuk menjaga tujuan awal media sosial dan memastikan pengalaman pengguna yang positif menuntut Instagram untuk meningkatkan fitur pelaporannya agar lebih efektif dalam mengatur iklan semacam itu. Mengambil pendekatan proaktif akan memperkuat upaya platform untuk mempromosikan kesehatan media sosial dan melindungi kepentingan pengguna. Dengan mengadopsi pendekatan proaktif, peneliti dapat menerapkan berbagai strategi dan kebijakan yang akan membantu meningkatkan pengalaman pengguna secara keseluruhan di platform. Ini mungkin termasuk langkah-langkah seperti meningkatkan moderasi konten, mencegah penyebaran informasi yang salah dan konten berbahaya, serta menangani masalah teknis yang mungkin timbul. Pendekatan ini akan memungkinkan kita untuk memprioritaskan keselamatan dan kesejahteraan pengguna media sosial dengan menerapkan langkah-langkah privasi dan keamanan yang lebih kuat, serta menyediakan dukungan yang lebih komprehensif bagi mereka yang mungkin mengalami pelecehan online atau bentuk penyalahgunaan lainnya. Melalui upaya-upaya ini, kita dapat membangun platform yang lebih kuat dan lebih tangguh yang lebih siap untuk memenuhi kebutuhan pengguna yang terus berkembang.

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### Kata Kunci:

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## 1. Introduction

The surge in online gambling has raised serious concerns among all segments of society. The poorest and wealthiest individuals feel its devastating effects. The lure of making quick money is attractive, but the risks of addiction and financial ruin are substantial. Online gambling is a new form of gambling that has been created by adapting traditional land-based games to be played through electronic means, such as computers and mobile devices. This allows players to access the games from anywhere with an internet connection at any time of the day. These online gambling sites are easily accessible to anyone visiting them [1]. Minimizing the misuse of social networking media requires understanding how to receive, process, and disseminate information [2]. Social networks operate within adolescents' everyday lives. Establishing parasocial relationships between followers and influencers is essential for teenagers today [3]. Online gambling through the internet is a typical example of how information technology is misused for illegal activities [4]. Legal views on online gambling vary, with some advocating for total prohibition to protect the public, especially the younger generation, from potential losses [5].

Online gambling is a pernicious virus that infects its users, leading them towards self-destruction. While its temporary pleasure may be tempting, the long-term consequences can be catastrophic. We must recognize the dangers of online gambling and take action to protect ourselves and our loved ones. Considering the low levels of empathy associated with substance-related addictions and the similarities between gambling disorder (GD) and substance-related addiction, understanding the relationship between empathy and GD may clarify the mechanism of addiction development [6]. Online gambling is a form of gambling carried out over the internet. It includes various games like poker, blackjack, roulette, slot machines, sports betting, and many more that can be accessed and played online. Players can use computers, smartphones, or other internet-connected devices to participate in online gambling. The rise of online gambling creates anxiety for every level of society, from the lowest level of poverty to those who are drowning in wealth; online gambling is like a virus that seems to poison every user; the assumption of gambling as if it were acting

like a virus may have essential considerations in terms of preventing gambling disorder in society and,

therefore, it could be a relevant public health issue [7]. It is addictive, which causes addiction to temporary pleasure, and danger will await. This involves setting limits on how much money you are prepared to gamble, how much time you spend gambling, and recognizing the signs of gambling addiction if it appears. One of the biggest dangers of online gambling is addiction. Existing data support the notion that some gambling behaviors, particularly problem and pathological gambling, are associated with nongambling health problems [8]. Players who become too involved in online gambling can become addicted, which can result in serious financial, emotional, and social issues. The swift progress of technology has resulted in the widespread accessibility of information globally. Consequently, there has been a significant enhancement of conventional practices, including the advent of online gambling platforms that have replaced conventional means [9]. With the rapid advancement of technology, information has become widely accessible across the globe.

However, this has also led to the emergence of online gambling platforms that are replacing traditional means of gambling. Social media has a significant role in it. The Instagram application is an application that all groups can access. The Instagram application is one of the media created by the development of digital technology [10]. The flexibility of social media is related to its increasingly easy use. Everyone can use social media without difficulty to search for, obtain, and utilize various information within the corridor of freedom of communication [11]. It is imperative to exercise responsibility while using technology to ensure it does not harm individuals directly or indirectly. This responsibility extends to all who utilize technology and underscores the importance of considering the impact of technology on society [12]. Instagram's timeline is flooded with videos that have gambling website watermarks, which unknowingly influence the subconscious of Instagram users. Without realizing it, hidden advertising enters the subconscious of Instagram users. The developer's responsibility is to be alert to what is present on social media, namely Instagram. This research aims to find out how Instagram users respond to these problems.

## 2. Research Method

This research uses qualitative methods to provide descriptive data through written and spoken words about people or observed behavior [13]. Descriptive research aims to present data clearly and concisely, organized based on facts and relationships, to understand a topic of interest better. This study examines how people perceive and understand media content. The research subject is generally human or whatever is human business [14]. The method of audience reception analysis is used to uncover the message or meaning of Instagram content that is accepted by the public. The receiving audience comprises individuals with diverse backgrounds who actively interpret the message from the discourse program. Therefore, each person receives and interprets the message differently. Two main concepts are often used interchangeably - subject of study and subject of research. The research subject can refer to anything examined or analyzed, from physical objects and phenomena to abstract concepts and ideas. It can also encompass people, their behavior, attitudes, and beliefs.

On the other hand, the subject of research is a more specific term that usually pertains to human beings or their activities. This can include studies of social trends, psychological experiments, medical trials, etc. While the subject of study can be broad and diverse, research is typically more focused and specialized, aiming to gain new knowledge or solve a specific problem. Prior knowledge is essential for audiences to understand the information presented to them. This research will use Stuart Hall's coding and decoding model to analyze acceptance. Encoding involves converting ideas into a format that the recipient can understand and agree with, while decoding consists of interpreting the message in a way that makes sense to the recipient [15]. Stuart Hall's thoughts on reception are a clear insight into the process of deciphering media messages by audiences. In the decoding process, Hall identified three points of view with different positions that became the basis for interpreting the message: Dominant, Hegemonic, Negotiated, and Oppositional. Following Sulistyani's guidelines, conducting an acceptance analysis includes four steps.

- 1) Identify the purpose of the analysis, which includes understanding the importance of the topic and why it is essential to analyze it from an acceptance perspective.
- 2) Data collection through in-depth interviews, observation, and literature study.
- 3) Analyze the collected data, including the message decoding process.
- 4) Categorize the audience into three groups based on their message interpretation: dominant hegemonic reading, negotiation reading, or oppositional reading [16].

This methodology for measuring audience reception on Instagram is a highly effective means of providing precise insights. By utilizing this approach, it is possible to observe and analyze the behaviors and attitudes of the general public towards Instagram as both users and actors of social media. This analysis involves monitoring their engagement with various aspects of the platform, including posts, stories, hashtags, and their interactions with other users. By carefully analyzing these factors, a deeper understanding of how the platform is being used and how it could be improved to serve its users better can be gained. This method thus offers an excellent tool for businesses and academics seeking to understand better the role and impact of Instagram in the social media landscape. By leveraging this approach, they can gain valuable insights into how Instagram is being used, the preferences and behaviors of its users, and the opportunities and challenges presented by this dynamic platform. Through this methodology, businesses and academics can develop a more nuanced understanding of engaging with Instagram users effectively, creating more impactful content, and improving overall social media Instagram performance. By following these steps, researchers can better understand how audiences perceive and interpret social media on Instagram. Therefore, reception analysis is the primary method in research to understand better how audiences receive and translate media messages. This research tries to reveal the reality that occurs in social life [17]. The research methodology uses triangulation techniques, which involve collecting information from reliable sources. This information was obtained through in-depth interviews with informants from multiple categories. The source triangulation process was used to ensure the data's accuracy and consistency and verify its

appropriateness. Source triangulation is a widely accepted and effective technique used in qualitative research to cross-check information obtained through different tools and over time [18]. Researchers ensure validity by confirming data and conclusions by connecting existing results, theories, and concepts to make them relevant.

3. Result and Discussion

Encoding

A research study was carried out to evaluate the participant's comprehension of the risks associated with online gambling, given its widespread adoption in recent years. The encoding stage of the study, which involved assessing the participants' awareness of the potential hazards, was paramount to the research team. The findings of this study could provide valuable insights into online gambling behaviors and the risks associated with them. The prevalence of online gambling has made it an essential subject of research in recent times. Therefore, it is crucial to understand the risks involved in online gambling to develop appropriate strategies for mitigating them. The study's findings could benefit businesses, policymakers, and individuals concerned with public health and safety. The prevalence of online gambling games is a matter that warrants attention in the electronics sector due to its negative impact on users. Addressing this issue from various perspectives is crucial, given that the

consequences of online gambling can be substantial. Users may only fully comprehend the extent of their losses once they have already incurred significant expenses. As such, adequate measures must be taken to mitigate the negative impacts of online gambling games to protect users from potential harm [19]). Besides, he said that, as adolescents are on the verge of adulthood, they must possess diverse knowledge and insight. It is highly recommended that they engage in positive and constructive activities that promote a strong sense of social values while avoiding engaging in harmful activities such as online gambling. Families are integral to instilling these values in adolescents, with parents playing a crucial role. To strengthen the family institution, it is essential to cultivate the foundations of social norms and religious education, thus enabling the family to function effectively.

Decoding

The study will rigorously select informants who meet specific criteria and conduct in-depth interviews with the three chosen informants. To optimize the results, the questions will prioritize perception, thought process, and interpretation. Each individual has a unique background, and their message understanding will vary. This categorization will be done, as when receiving a message, the individual's description is based on their experiences, thoughts, and observations. To streamline the analysis of this research, the researcher will create a table that contains audience classification data.

Table 1. Decoding Process Table

No	Informan	Perception	Thought	Interpretation
1	Teddy Pramudia	The act of gambling can potentially lead to a variety of negative outcomes, which can result in harm to individuals and society at large. It is imperative that we acknowledge and address these consequences in a timely and effective manner to mitigate any potential harm.	The act of gambling can potentially lead to a variety of negative outcomes, which can result in harm to individuals and society at large. It is imperative that we acknowledge and address these consequences in a timely and effective manner to mitigate any potential harm.	During the interview, person 1 emphasized the risks associated with gambling.
2	Ainun Rarasmika	Gambling advertisements have a	The endorsement of gambling through	Person 2 concurred with the message's contents,

		significant impact on individuals, leading them to develop an intention to gamble.	influencer marketing warrants careful consideration, as it can potentially exacerbate the inclination to gamble on social media platforms. Given the continued growth of social media usage, it is essential to address this issue to mitigate any negative effects on individuals and society at large.	acknowledging the detrimental effects of online gambling promotion on gambling addiction. This sentiment aligns with existing research, which indicates that online gambling promotion increases the likelihood of problematic gambling behaviors. To mitigate the adverse impact of online gambling, it is crucial to minimize such promotion and encourage responsible gambling practices.
3	Muhammad Arya Hasanudin	During the interview, the interviewee conveyed unease about the practice of utilizing Instagram as a medium to promote online gambling.	Instagram, as a social media platform, should endeavor to increase awareness of the significance of maintaining its algorithm. Ensuring that the content displayed on users' home pages aligns with their interests and preferences is of utmost importance. Therefore, it is essential to provide users with relevant and engaging content to enhance their experience and satisfaction on the platform.	In the interview, person 3 brought up an interesting point about Instagram's algorithm, stating that it does not take into account the user's personality and preferences. This can lead to an increase in the desire to gamble among users, as the content displayed on their feed may not be relevant or appealing to their interests. The Interviewee's insight highlights the importance of creating a more personalized algorithm that caters to individual preferences and characteristics to ensure a positive and engaging experience for users.

### *Classification of Audience Meaning*

Based on the analysis of the decoding process results, three informants can be classified as being in a negotiated position, one informant in the dominant-hegemonic position group, and one informant in an

oppositional position. The following is a distribution of research results based on the classification of audience meaning.

Table 2. Classification of Audience Meaning

No	Person	Dominant hegemony position	Negotiated position	Oppositio-nal position
1	Teddy Pramudia			√
2	Ainun Rarasmika			√
3	Muhammad Arya Hasanuddin			√

### 1) Dominant Hegemonic Position

The dominant hegemonic position is when the audience receives a message that is what the media wants to convey. The dominant hegemonic position is one of the informants who have the same understanding of the concept of gambling in disguised gambling advertisements on Instagram. None of the informants entirely accepted and agreed to what was contained in the ad; three sources believed that the advertisement purely violated existing regulations.

### 2) Negotiated Position

In this given context, it may be noted that the audience holds a general level of acceptance towards the dominant ideology. However, they tend to exhibit some variance in the implementation of the ideology, as they tend to rely on their own instincts and personal preferences. This observation highlights the importance of understanding the nuances in the audience's behavior and attitudes towards the ideology, as it can enable us to take a more nuanced approach to our communication and engagement strategies. In this position, the audience accepts the dominant ideology in general, but the audience will implement it according to their feelings; there is no informant in this position.

### 3) Oppositional Position

Teddy Pramudia, Ainun Rarasmika, and Muhammad Arya Hasanudin strongly oppose the acceptability of gambling advertisements on Instagram. They firmly reject the claim that such ads increase the likelihood of gambling activities among individuals. Instead, they contend that the audience does not endorse this form of content, and it is crucial to limit the proliferation of such advertisements to discourage gambling. The authors advocate for measures to reduce the exposure of individuals to gambling advertisements on Instagram. They suggest that social media platforms must take a proactive approach to ensure that such ads are not displayed to users who are not of legal gambling age or who are at risk of developing gambling problems. It is necessary to highlight that the proliferation of gambling advertisements on Instagram can have negative consequences on vulnerable populations. Therefore, Teddy,

Ainun, and Arya propose that it is essential to reduce the spread of these ads and their impact on communities susceptible to the harms of gambling.

## 4. Conclusion

Social media is a vital part of our lives that enables us to connect with friends and family, share our experiences, and keep up to date with the world around us. However, the proliferation of online gambling advertisements on social media platforms like Instagram has become a growing concern for many users. Online gambling ads can be harmful and addictive, leading to severe mental and financial health problems for users. To address this issue, Instagram must take stringent measures to prevent disseminating these ads on its platform. By doing so, Instagram can protect its users from the negative impact of online gambling. Since users have no control over the content they see on their homepages, Instagram must enhance its report feature to regulate such ads more effectively. This will empower users to report any ads they feel are inappropriate or harmful and help Instagram take prompt action to remove them from the platform. To ensure a positive user experience and safeguard social media health, Instagram must take a proactive approach to this issue. This can be achieved by regularly monitoring the platform for online gambling ads and taking swift action to remove them from the platform. Instagram can also work closely with relevant industry bodies and experts to develop best practices for regulating online gambling ads. It's worth noting that regulating online gambling influencers is a complex issue that requires careful consideration. Influencers can have a significant impact on their followers, and their promotion of online gambling can be particularly harmful. Therefore, it's essential to approach this matter professionally and utilize appropriate language and grammar when discussing this topic. Instagram can keep social media a safe and healthy space by taking active measures to curb the spread of online gambling ads on its platform. This will reinforce its commitment to ensuring a positive user experience and safeguarding the integrity of social media. The author's research has uncovered a pervasive issue in Indonesia - the widespread and detrimental impact of online gambling. The author's findings reveal that

online gambling has become a significant source of social and economic disruption, causing harm to individuals, families, and communities across the country. The author's research also highlights the need for increased vigilance on social media platforms to regulate the content on their home pages. Specifically, the author recommends that Instagram, a popular social media platform, should take a more proactive approach to enforcing content regulations to prevent the promotion and spread of illegal or harmful activities. The author advocates for implementing legal measures to deter individuals from propagating online gambling and other illicit activities on social media platforms. The author believes such measures can serve as an effective deterrent to future offenders and help mitigate the harmful impact of online gambling on Indonesian society. The author's research brings a critical understanding of online gambling in Indonesia and provides a roadmap for addressing this pressing issue. The author hopes that their findings will inspire policymakers, social media platforms, and the public at large to take action toward eliminating online gambling in Indonesia and mitigating its adverse effects on society.

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